

**Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



1871  
21076  
Sep 2

✓ CONSUMER BUYING PRACTICES FOR SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS, RELATED  
TO FAMILY CHARACTERISTICS, REGION, AND CITY SIZE

APRIL - SEPTEMBER 1950

MAY 23 1952

DEPARTMENT OF AGRICULTURE

United States Department of Agriculture  
✓ Bureau of Agricultural Economics  
and  
✓ Fruit and Vegetable Branch  
✓ Production and Marketing Administration

Washington, D. C.  
August 1951

Agriculture--Washington

## FOREWORD

This report summarizes data on household consumer purchases of selected fresh fruits, canned and frozen juices, and dried fruits during the 6-month period, April through September 1950. This is the second in a series of such reports. The data for the previous period, October 1949 through March 1950, are presented for comparative purposes. The data are developed from those presented in a current series of monthly reports entitled, "Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits," and quarterly reports entitled, "Regional Distribution and Types of Stores Where Consumers Buy Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits." This publication provides additional information on buying practices of families related to geographic region and size of city in which they live, family income, family size and ages of children, age of housewife, and occupation and education of family head.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. Thus, they differ from the data given in the monthly and quarterly reports on volume of purchases which represent total purchases by all families.

The States included in each of the geographic regions and the distribution of population between regions are shown in figure 1.

In the classification for "size of community" the total populations of metropolitan areas were used rather than populations within corporate city limits.

The "family income" classification was based on a division of family incomes into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the region were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," and so on.

In the classification of data according to "presence of children" families were recorded more than once if they had children falling within more than one age group. Thus, a family having children in 3 different age groups was tabulated with each of the three groups.

All data are collected from a representative national sample of household consumers. This publication, like the monthly and quarterly reports, is issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Research and Marketing Act of 1946.

The report is based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.



# CONTENTS

	Page
Summary . . . . .	1
Frozen Concentrated Juices . . . . .	3
Canned Juices . . . . .	5
Fresh Citrus Fruit . . . . .	8
Dried Fruit . . . . .	10
Figure 1 - U. S. population distribution by National Consumer Panel Regions . . . . .	13
 <u>List of Tables</u>	
Table 1.- Frozen concentrated juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	14
Table 2.- Frozen concentrated juices: Average number of purchases per buying family, by family characteristics and place of resi- dence, October 1949-March 1950 and April-September 1950 . . . . .	16
Table 3.- Frozen concentrated juices: Average volume of purchases per buying family, by family characteristics and place of resi- dence, October 1949-March 1950 and April-September 1950 . . . . .	18
Table 4.- Frozen concentrated juices: Average price paid by house- hold consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	20
Table 5.- Frozen concentrated juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	22
Table 6.- Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949- March 1950 and April-September 1950 . . . . .	24
Table 7.- Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	28
Table 8.- Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	32
Table 9.- Canned juices: Average price paid by household consumers, by family characteristics and place of residence, October 1949- March 1950 and April-September 1950 . . . . .	36

Table 10.- Canned juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	40
Table 11.- Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	44
Table 12.- Fresh citrus fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	48
Table 13.- Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	52
Table 14.- Fresh citrus fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	56
Table 15.- Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	60
Table 16.- Dried fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	64
Table 17.- Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	68
Table 18.- Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	72
Table 19.- Dried fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	76
Table 20.- Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 . . . . .	80

CONSUMER BUYING PRACTICES FOR SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS,  
RELATED TO FAMILY CHARACTERISTICS, REGION,  
AND CITY SIZE

APRIL - SEPTEMBER 1950

SUMMARY

Household purchases of fresh oranges, canned single strength juice and frozen concentrated orange juice during the 6-month period, April-September 1950, were equivalent to the purchase of 22 No. 2 cans of single strength juice by each family in the United States. This was a decline of 20 percent from the average of 28 cans per family during the fall and winter portion of the season (October 1949-March 1950). The average frozen concentrated orange juice purchases per family, however, increased 13 percent over the average in the winter months, while those of canned orange juice were 15 percent lower, and fresh orange purchases were down about 30 percent.

Frozen concentrated orange juice was bought by a greater proportion of families - 32 percent - during the spring and summer months of the 1949-50 citrus season (April-September) than during the preceding fall and winter months (October-March) as a result of greater availability in retail stores. There were important gains in the percentage of families that bought the product who were classified in clerical, sales and service, and the craftsman and laborer occupation categories. Frozen concentrated grapefruit juice was purchased by about 5 percent of the households. Purchases were primarily by upper income families. The purchase pattern for frozen concentrated orange-grapefruit blended juice resembled that for frozen grapefruit juice.

Fresh oranges were purchased by 70 percent of all families in April-September 1950, and by 82 percent in October 1949-March 1950. These were the highest proportions of families purchasing any of the fresh citrus fruits during both 6-month periods. About 56 percent of all families bought fresh grapefruit in April-September 1950, compared with 57 percent in the previous 6 months. The proportion of families buying was highest in the Northeast and lowest in the South in both 6-month periods.

Fresh lemons were purchased by a greater proportion of families, were bought more frequently, and the average volume of purchases per buying family was higher in the summer months of 1950 than in the previous 6-month period. Prices paid by householders for fresh lemons averaged lower for April-September 1950 than for October 1949-March 1950.

Practically the same proportion, about 81 percent, of the families in the United States made at least one purchase of one or more canned single strength juices in April-September 1950 as in the previous 6-month period.



The average volume bought per buying family was higher for orange juice than for any of the other canned single strength juices in both 6-month periods of the 1949-1950 season. The proportion of all families buying canned single strength orange juice during April-September 1950, 39 percent, was second only to the proportion of families buying tomato juice, although the decline from the previous 6-month period was the most substantial of any of the canned single strength juices.

Canned single strength grapefruit juice was purchased by 27 percent of all families in the United States in April-September, compared with 30 percent in October-March. Average prices in the summer months were higher, 37.3 cents per 46-ounce can, compared with 33.2 cents for October-March. Canned orange-grapefruit blended juice was purchased by about 21 percent of all families in April-September 1950, about the same as in the previous 6-month period.

About 37 percent of all families purchased canned pineapple juice in April-September 1950. The highest proportions of families buying were in the Northeast and Pacific regions. More families in these two regions bought pineapple juice than any other canned single strength juice except tomato juice, in both April-September 1950 and the previous 6-month period.

Canned tomato juice was purchased by a greater proportion of all families in the United States than any other canned single strength juice during both April-September 1950 and October 1949-March 1950. The average volume of purchases per buying family, however, was second to that of orange juice in both periods.

Dried fruit purchases by householders averaged about 3 pounds per family during the spring and summer months, April-September 1950, compared with an average of 4 2/3 pounds during the preceding fall and winter. Dried prune purchases declined only 17 percent but purchases of dried apricots, dried peaches, mixed dried fruit, and dates declined sharply during the summer months.

Dried prunes were purchased by a larger proportion of high income families than low income families during the 6-month period, October 1949-March 1950. The proportion of families in all income groups buying dried prunes was about equal, however, during the following spring and summer months due to a sharp decline in the proportion of high income families that made purchases. The average family buying dried prunes in the South during the spring-summer period bought almost as much as those in the leading region - the Northeast; the proportion of families buying, however, was low.

The proportion of families buying dates declined least from the winter to the summer period in the Pacific and North Central regions and declined most in the South.

## FROZEN CONCENTRATED JUICES

During the 6 spring and summer months of 1950 (April-September) about 34 percent of all families purchased one or more frozen concentrated juices (table 1). This was an increase over the 29 percent that purchased during the preceding fall and winter period (October 1949-March 1950). Most of the gain was accounted for by an increase in the proportion of families that bought frozen concentrated orange juice. During the 2 six-month periods, frozen concentrated orange juice purchases were reported by almost all families buying frozen canned juices.

The increase during the second 6-month period (April-September 1950) in the proportion of families that bought frozen concentrated fruit juices was primarily the result of greater availability of these products in retail food stores. For example, frozen concentrated orange juice was available in about 38 percent of the retail food stores in August 1950, whereas it appeared in only about 31 percent of the stores in November 1949. 1/ Most of the increase in availability occurred in regions other than the Northeast and in cities of less than 500,000 population. As indicated in previous reports, these are the regions and sizes of towns where purchases were smallest and therefore opportunities were greater for expanding outlets.

During the last half of the 1949-50 citrus season (April-September 1950) families that bought frozen concentrated fruit juices averaged eight purchases per family, slightly higher than the average for the preceding 6 months (table 2). Purchases were not made regularly, however, by a considerable portion of buying families. Only 18 percent of all families bought frozen concentrated juices during any one month in the last half of the 1949-50 season, while a total of 34 percent of all families in the United States made purchases sometime during that 6-month period (table 1).

Frozen concentrated orange juice.--The increase in the proportion of families that bought frozen concentrated orange juice in the last half of the 1949-50 season--32 percent compared with 28 percent during the first half--reflected the larger proportion of families buying the product in each of the regions. In each of the income groups there was an increase from the previous 6-month period in the proportion of families buying frozen concentrated orange juice. There was also an increase in the proportion of families buying in all the other family characteristics groups by which the data were classified, such as size

---

1/ "Availability of Fresh Citrus Fruits, Canned and Frozen Juices and Dried Fruits in Retail Food Stores, August 1950," September 1950, USDA, Production and Marketing Administration, Fruit and Vegetable Branch.



of family, presence of children, occupation of family head, education of family head, and age of housewife. Among the larger increases in the proportion of families buying frozen concentrated orange juice were those in the Mountain-Southwest region and in cities between 100,000 and 500,000 population. A considerable part of these increases reflected the greater availability of the product in these areas during the latter portion of the 1949-50 season.

Frozen concentrated orange juice purchases during both of the 6-month periods averaged a little more than 13 six-ounce cans per buying family (table 3). However, since a larger number of families made purchases, the average quantity for all families, buying and nonbuying, was  $4\frac{1}{2}$  cans per family, 13 percent above the average of  $3\text{-}3/4$  cans during the previous 6 months. Compared with the first half of the season, the largest gains in purchases were the increases of 21 percent in the amount bought by families in the clerical, sales, or service occupation category and the 17 percent increase in total purchases by families of craftsmen and laborers (table 5). Purchases by farm families, on the other hand, decreased during the summer half of the season.

Frozen concentrated grapefruit juice. --Frozen concentrated grapefruit juice was purchased by about 5 percent of the families in the United States during the 6 months, April through September 1950. However, about 9 percent of the families in the Northeast and about 9 percent of the families in cities over 100,000 population bought the product.

Classification of the families according to occupation of the head of the household indicated 12 percent of the families of those in executive and professional occupations bought frozen concentrated grapefruit juice (table 1). This was the highest percentage of families buying the product in any of the groups by which the data were classified. A considerably smaller proportion of the families in the clerical, sales, and service occupations and in the craftsman and laborer categories bought the product. Frozen concentrated grapefruit juice was purchased by a much smaller proportion of the lower income families than by families in the higher income groups. This difference among income groups in the percentage of families buying was much greater than it was for frozen concentrated orange juice. Differences in the purchase pattern by income class for these two frozen juices were similar to those found between fresh grapefruit and fresh oranges (table 11).

Families buying frozen concentrated grapefruit juice bought an average of slightly more than 3 six-ounce cans during the last half of the 1949-50 season (April-September). Household purchase data for frozen concentrated grapefruit juice was not reported for the first 6 months of the season; therefore, it is not possible to make any comparison with that 6-month period.



The number of cans bought per buying household during April- September 1950 was largest in the Mountain-Southwest region, where the average was almost 6 cans per family. The average quantity purchased expressed in terms of all families in the United States, buying and nonbuying, was equivalent to only about one ounce per family during the 6-month period. The highest average was in the Northeast region where purchases equaled about one 6-ounce can for each 4 families during this period, for all families, buying and non-buying.

Frozen concentrated orange-grapefruit blended juice.--Frozen concentrated orange-grapefruit blended juice was purchased by about 6 percent of all families during April-September 1950 (table 1). Data are not available for the first 6 months of the 1949-50 season; therefore, comparisons with that period are not possible. Frozen concentrated orange-grapefruit juice was purchased by a larger proportion of the high income families, families of executive and professional people, and families in the Northeast region than by those in any of the other groups by which the data were classified. Families buying frozen concentrated orange-grapefruit blended juice were more concentrated in the Northeast region during this period than was true of the families purchasing frozen concentrated orange juice. The quantity purchased per family (buying and nonbuying) appeared to be low in the Pacific region, compared with the number of stores handling the product in that region (table 5). In general, the pattern of frozen concentrated orange-grapefruit blended juice purchases by region and by family characteristics was somewhat similar to that for frozen concentrated grapefruit juice.

#### CANNED JUICES

Eighty-one percent of all families in the United States made at least one purchase of one or more canned single strength fruit juice during the 6-month period, April-September 1950. This percentage was almost unchanged from the previous 6-month period, October 1949-March 1950.

The average number of purchases of all canned single strength juices per buying family during April-September 1950 was 12.4, practically the same as during the previous 6-month period.

The volume of purchases per 1,000 buying and nonbuying families amounted to 1,083 cases (equivalent 24 No.2 cans), slightly below the 1,115 cases purchased in October 1949-March 1950 (table 10). This was equivalent to purchases of about 26 No. 2 cans per family in the summer period and about 27 cans in the winter period.

Orange juice.--A higher proportion of all families purchased canned single strength orange juice during the 6-month period April-September 1950 than any other canned single strength juice except tomato juice. About 39 percent of all families in the United States purchased canned single strength orange juice during this period, compared with 42 percent of all families in October 1949-March 1950. This was the most substantial decline from the previous 6-month period in percentage of families buying shown by

any of the canned single strength juices. Except for those families living in rural areas, the percentage of families buying canned single strength orange juice declined from the previous 6-month period in each category by which household consumption data are classified: geographic region, size of community, family income, size of family, presence of children, occupation of family head, education of family head, and age of housewife.

Among the geographic regions, the most substantial declines from the previous 6-month period in percentage of all families buying canned single strength orange juice were in the South and Pacific regions, and among the family income groups, in the upper income families.

Canned orange juice was purchased an average of 4.3 times by families that bought during April-September 1950, about the same as during October 1949-March 1950. Families buying canned orange juice in the Northeast and those in cities over 500,000 population made purchases an average of 5.1 times during April-September 1950, more frequently than buying families in any other geographic region or other categories by which household consumption data are classified.

Each family in the United States that bought canned orange juice purchased an average of 5.4 equivalent 46-ounce cans during April-September 1950, slightly less than the average of 5.8 equivalent 46-ounce cans purchased during the previous 6-month period. The volume of purchases per buying family was highest in the Northeast region, averaging 6.9 equivalent 46-ounce cans during April-September 1950.

Prices paid by household consumers for canned single strength orange juice during April-September 1950 averaged 38.4 cents per 46-ounce can, compared with 35.4 cents during October 1949-March 1950. Householders in each category by which data are classified paid higher average prices for canned orange juice in April-September 1950 than in the previous 6 months.

Grapefruit juice.--Canned single strength grapefruit juice was purchased by 27 percent of all families in the United States during April-September 1950, compared with 30 percent of all families in the previous 6-month period. The percentage of families buying declined in each family category. The Pacific region continued to lead in percentage of families buying, with about 39 percent of all families in the Pacific region buying canned grapefruit juice during April-September 1950, compared with 42 percent during the previous 6 months.

Buying families in the Pacific region purchased canned grapefruit juice an average of 4.4 times during April-September 1950, more frequently than did buying families in any of the other family groups. Purchasers of grapefruit juice in the Pacific region bought an average of 5.4 equivalent 46-ounce cans during April-September 1950, compared with the national average of 4.5 cans per buying family. Average volume of household purchases per buying family in the Pacific region was exceeded only by those in cities with populations from 100,000 to 499,999, where the average volume per buying family amounted to 5.7 equivalent 46-ounce cans.



Householders consistently paid higher prices for canned grapefruit juice during April-September 1950 than during the previous 6-month period. The average price paid in the United States was 37.3 cents per 46-ounce can, compared with 33.2 cents for the previous period.

Canned orange-grapefruit blended juice.--Canned single strength orange-grapefruit blended juice was purchased by about 21 percent of all families in the United States during April-September 1950, practically the same as during October 1949-March 1950. A higher proportion of all families, 28 percent, purchased canned blended juice in the Northeast region than in any of the other regions or groups by which data are classified. Among the regions, however, the average volume of purchases per buying family was highest in the North Central region, where buying families purchased an average of 3.8 equivalent 46-ounce cans during the 6-month period, compared with the United States average of 3.5 cans.

The average price paid by households during April-September 1950 for canned orange-grapefruit blended juice was 39.3 cents per 46-ounce can, compared with 37.5 cents during the previous 6-month period.

Pineapple juice.--About 37 percent of the families in the United States made at least one purchase of canned pineapple juice during the 6-month period April-September 1950, compared with 39 percent during October 1949-March 1950. The Northeast region showed the highest percentage, 49 percent, followed by the Pacific region, with 48 percent. In these two regions, more families purchased pineapple juice than any other canned single strength juice except tomato juice during both of the 6-month periods.

Tomato juice.--Canned tomato juice was purchased by a greater proportion of all families in the United States than any other canned single strength juice during both April-September 1950 and October 1949-March 1950. The average volume of purchases per buying family however, was second in both periods to that of canned single strength orange juice, amounting to 5.1 equivalent 46-ounce cans during April-September, 1950 and to 5.4 cans for the previous 6-month period.

The proportion of families buying canned tomato juice was highest in the Pacific region and lowest in the South during both periods. The average volume of purchases per buying family during April-September 1950 was highest in the Northeast, 5.6 equivalent 46-ounce cans, and lowest in the South, 4.0 cans.

The proportion of families buying canned tomato juice was higher in both 6-month periods for families with children than for childless families, and families with children that bought tomato juice purchased it more frequently and in greater volume during both periods.

Prune juice.---Prune juice was purchased by about the same proportion of all families in the United States during April-September 1950 as during October 1949-March 1950. Buying families also purchased the same volume an average of 5.4 equivalent 32-ounce bottles during each of these 6-month periods.

The proportion of families purchasing prune juice was highest in the Northeast, followed by the Pacific region, and lowest in the South. Families in the Northeast purchased the largest average volume of prune juice per buying family, 6.6 equivalent 32-ounce bottles, while average purchases per buying family during April-September 1950 were about equal in the South and Pacific regions, 3.9 and 3.8 bottles respectively.

The proportion of families buying prune juice during both 6-month periods was substantially higher for city families than for farm families. Buying families in cities purchased prune juice more frequently and bought larger average amounts during both periods than farm families.

#### FRESH CITRUS FRUIT

During April-September 1950, fewer families in the United States bought fresh citrus fruit than during the previous 6-month period (table 11). In addition, buying families made a smaller number of purchases (table 12), and the average volume of their purchases of fresh citrus fruit was smaller than during October 1949-March 1950 (table 13). The decline in the consumption of fresh citrus fruits during this period compared with October 1949-March 1950, was due primarily to seasonal differences in supply, since the marketing of most fresh citrus fruits is heaviest during the winter months. Lemons and limes were the only fresh citrus fruits which were purchased by householders in greater volume during this period than during the previous 6-month period.

Fresh oranges.---Fresh oranges were purchased by more families in the United States than any other fresh citrus fruit during both April-September 1950 and the previous 6-month period. During April-September 70 percent of all families purchased fresh oranges, a decline from the 82 percent that made purchases during October 1949-March 1950. The decline in percent of all families purchasing was registered in each of the geographic regions and in all of the other categories by which household purchases data are classified. Among the geographic regions, the South showed the most substantial decline in proportion of all families purchasing fresh oranges, from 76 percent during the previous 6-month period to 48 percent. The smallest decline was in the Northeast, where 80 percent of all families bought fresh oranges during April-September compared with 86 percent during the previous 6 months.

A larger proportion of all families in cities than on farms purchased fresh oranges during both 6-month periods, and generally the proportion of all families purchasing fresh oranges was higher in large cities than in small cities. The proportion of families buying fresh oranges in each income group also increased generally as income increased.

Fresh oranges generally are purchased by a greater proportion of families with children than the proportion of families without children making purchases (table 11), and the average volume bought by families with children is larger (table 13). This consumption pattern is different than that for fresh grapefruit, where the largest proportion of families buying and greatest average volume of purchases are made by families



without children. The average price paid for fresh oranges during both 6-month periods was higher for families without children than for families with children (table 14).

Fresh grapefruit.--The less general availability of fresh grapefruit in retail stores during the late spring and summer months than during the height of the marketing season in the late fall and winter months is shown by the decline during April-September in the proportion of families purchasing fresh grapefruit. During this period, about 36 percent of all families in the United States purchased fresh grapefruit one or more times during this period, compared with 57 percent during the previous 6-months. The proportion of families that purchased fresh grapefruit also declined in each of the geographic regions as well as in all other categories by which household purchases data are classified. The Northeast led the other regions in the proportion of families buying fresh grapefruit during both 6-month periods: 46 percent of the families bought during April-September and 64 percent during October 1949-March 1950. The South had the lowest proportion of families purchasing fresh grapefruit during both 6-month periods, 24 percent during April-September and 40 percent during the previous 6-month period.

The average volume of fresh grapefruit purchases per buying family during April-September 1950, however, was largest in the Pacific region, 1.75 dozens, followed by the Northeast region where buying families purchased an average of 1.37 dozens during the 6-month period (table 13). Average prices paid by householders for fresh grapefruit were highest in the Northeast, and lowest in the Pacific during both periods.

A larger proportion of city families than farm families bought fresh grapefruit during April-September 1950 (table 11), and city families also bought more frequently (table 12). The average volume of purchases per buying family during the 6-month period, however, was largest for farm families (table 13), and they paid a lower average price than families in cities (table 14).

Household consumption of fresh grapefruit is more directly related to family income than household consumption of other fresh citrus fruits. The proportion of families buying, average number of purchases per buying family, and average volume of purchases per buying family were higher during both 6-month periods in the highest income group. Household consumption of fresh grapefruit by childless families was also higher by these measures than consumption by families with children.

The average price paid by householders for fresh grapefruit during both 6-month periods was greater in the two highest income groups than for the lower income groups. Childless families also paid higher average prices than were paid by families with children.

Fresh lemons.--Household consumption of fresh lemons was seasonally higher during April-September 1950 than in the previous 6-month period (table 15). For the United States and for each of the family characteristic groups by which household purchases data are classified, increases in purchases

over the previous 6 months were shown during April-September 1950. Increases over the fall and winter period were shown in percentage of families buying fresh lemons (table 11), average number of purchases made by buying families (table 12), and average volume of fresh lemons purchased by buying families (table 13). Prices paid by householders for fresh lemons during April-September 1950 averaged lower than the prices paid during the previous 6 months (table 14).

Families in the South that bought fresh lemons purchased them in the greatest volume during both 6-month periods (table 13). The percent of families that bought fresh lemons, however, was highest in the Northeast region during April-September 1950 and highest in the Pacific region during the previous 6-month period (table 11).

During both April-September 1950 and October 1949-March 1950, the proportion of families that purchased fresh lemons in each income group was greater than that in the next lower income group (table 11). There was not, however, a substantial difference among income groups in the average volume purchased by buying families. The proportion of families buying fresh lemons during both 6-month periods was higher for childless families than for families with children. The average volume of purchases per buying family was also, in general, higher for childless families.

Fresh limes.---Fresh limes also were purchased by householders in substantially greater volume during April-September 1950 than during the previous 6-month period. About 6 percent of all families in the United States purchased an average 1.1 dozen fresh limes during April-September 1950. Prices of fresh limes averaged 31.7 cents per dozen during this period.

#### DRIED FRUITS

Six of every 10 families purchased dried fruit sometime in the spring and summer months of 1950 (April-September), a slight decline from the 7 of 10 families making purchases during the preceding fall and winter months (October 1949-March 1950) (table 16). Although the decline in the number of families buying was moderate, total purchases declined rather sharply because of a decrease of over 20 percent in the average number of purchases per buying family (table 17). Purchases during the spring-summer half of the year, including buying and non-buying families, averaged only about 3 pounds per family, while the average was more than 4 1/2 pounds in the preceding fall and winter period (table 20).

During April-September 1950, there was little variation among the different regions and the various city sizes in the proportion of families buying dried fruit. The same was true for the preceding 6-month period. During the winter, however, a larger proportion of high income families than of low income families bought dried fruit. On the other hand, during the summer period there was only a slight variation among the income groups in the proportion of families that made purchases.

Dried prunes.---Dried prunes were purchased by about 34 percent of the families in the United States during the spring and summer of 1950 (April-September), compared with 41 percent during the winter period (October 1949-



March 1950). About the same proportion of families in all income groups made purchases of dried prunes during the summer months. During the winter period, October 1949-March 1950, a larger proportion of the upper income families bought dried prunes than of any other income group. The decline from the winter to summer period in the percentage of families buying dried prunes was about equal for all families in relation to age of the housewife. There continued, however, to be fewer housewives under 35 years of age who bought dried prunes than those above that age.

The number of purchases of dried prunes per buying family during the spring and summer period averaged the same as during the fall and winter season (table 17). The average volume of purchases, as well as the number of purchases per buying family, was almost as high in the South as in the leading region, the Northeast (table 18). Nonetheless, the average volume of purchases per family, buying and nonbuying, was somewhat lower in the South than in the other regions (table 20), principally because fewer families in the South bought dried prunes. The average volume purchased per buying family during April-September 1950 was lowest in the North Central region and was also low in the Mountain-Southwest region (table 18). Average prices paid by consumers, however, were highest in these two regions (table 19). Prices paid averaged lowest in the Pacific region and in the Northeast.

Purchases of dried prunes by all families (buying and nonbuying) averaged about  $1\frac{1}{3}$  pounds per family for the summer period, April-September 1950, compared with nearly  $1\frac{2}{3}$  pounds during the preceding fall and winter. The average for craftsman and laborer families during both periods was about 16 percent less than that reported by families of those engaged in executive and professional occupations. Farm family purchases during both periods averaged about 40 percent below those of the executive and professional group.

Dried apricots, peaches, and mixed dried fruit.--About one-third less families bought dried apricots and mixed dried fruit during the spring and summer period of 1950 (April-September) than during the previous fall and winter season. During the spring and summer season, 10 percent of all families bought apricots, and 3 percent bought mixed dried fruit. About 6 percent of all families bought dried peaches during this period, a decline of about one-fourth from the number that bought in the fall and winter (October 1949-March 1950). There was also somewhat of a decline in the volume purchased per buying family. As a result, purchases of dried apricots averaged the equivalent of only 1 pound for each 6 families for the summer, compared with 1 pound for each 4 families in the winter season. For peaches, the comparison was the equivalent of 1 pound for each 7 families during the winter and 1 pound for each 10 families during the summer. The seasonal difference was more pronounced in the case of mixed dried fruit, where the average declined to the equivalent of 1 pound for each 20 families in the summer, in contrast to 1 pound for each 10 families in the fall and winter half of the year.

The proportion of families that bought dried apricots and mixed dried fruits was lowest in the South and the Pacific regions. Smaller percentages of families bought dried peaches in the Northeast, North Central, and Pacific regions than in the South and Southwest.

Dates.--Only about  $1/3$  as many families purchased dates in the spring and summer of 1950 (April-September) as in the preceding 6 months. The proportion of families that bought dates in the spring and summer declined less in the Pacific and North Central regions than in any other region. The sharpest decline occurred in the South. The decrease in the percentage of families buying dates during the summer months was about the same for all income groups. A larger proportion of families in the executive and professional occupation group purchased dates than the proportions in the other occupation groups. The decline from the winter to the summer period in the proportion of executive and professional occupation families buying dates was also smaller than for other occupation groups. The sharpest decline from winter to summer among the occupation groups was in the percentage of farm families that made purchases.

# REGIONS AND POPULATION DISTRIBUTION FOR NATIONAL CONSUMER PANEL

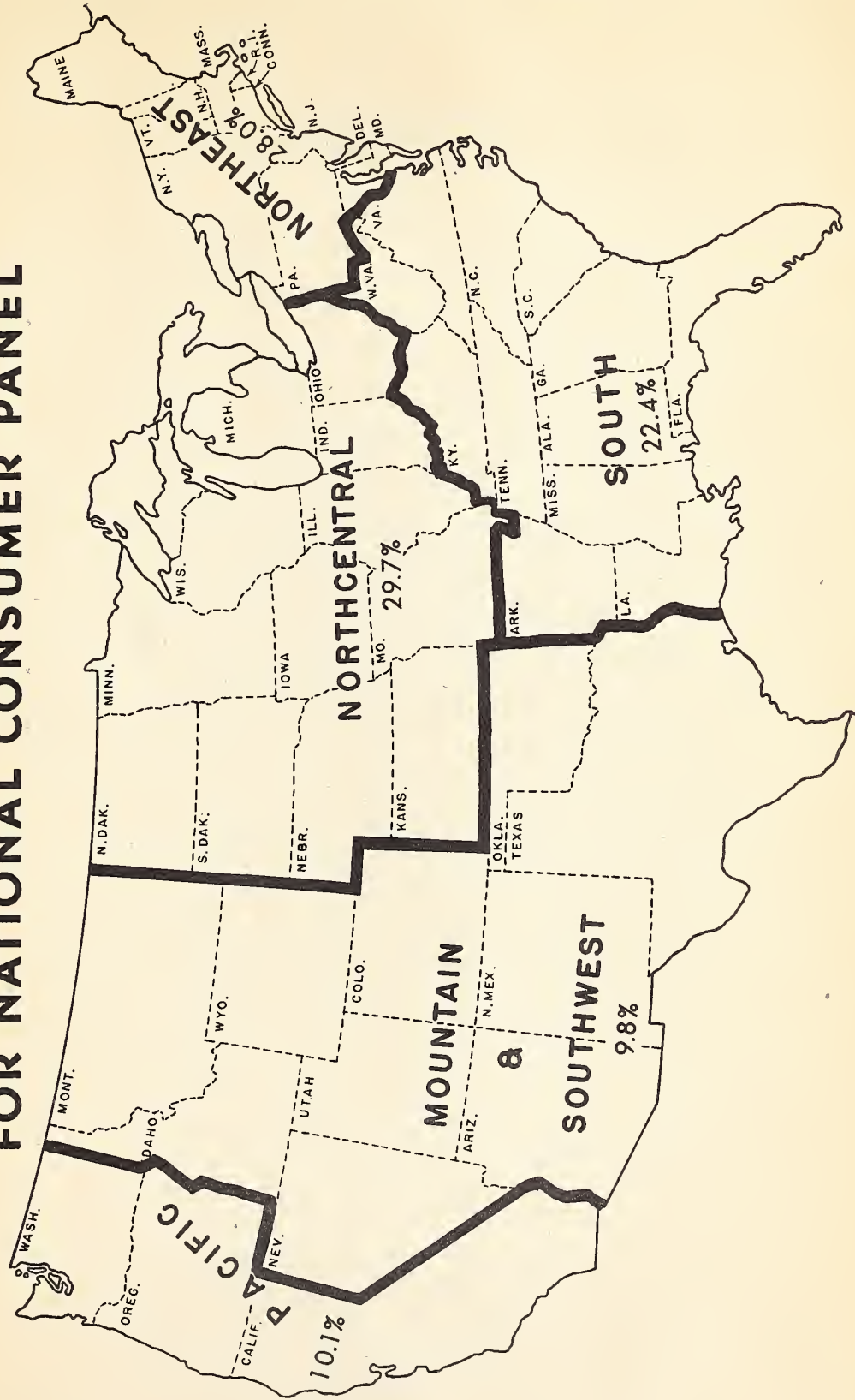






Table 1.-- Frozen concentrated juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Orange		Grape-fruit 1/		Orange-epft. 1/		Grape		All frozen concentrates 2/	
	Oct.-March	April-Sept.	April-Sept.	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	28.1	32.1	5.3	5.9	5.4	7.4	29.0	33.6		
Geographic region										
Northeast	45.6	48.1	9.3	10.3	8.2	12.0	46.6	49.9		
North Central	27.3	32.4	4.4	6.1	6.4	8.3	28.3	34.4		
South	12.5	15.7	2.9	1.8	3/	3.2	12.8	16.4		
Mountain and Southwest	14.7	20.1	3.2	3.4	5.3	3.7	16.1	21.2		
Pacific	24.5	29.7	3.6	3.0	4.0	2.7	24.8	30.9		
Size of community										
Farm	8.1	10.4	3/	1.3	1.3	1.9	8.4	10.9		
City (Population)										
Under 10,000	22.2	26.0	3.7	3.6	4.3	6.3	23.2	27.4		
10,000-99,999	31.0	35.7	6.1	7.4	6.5	8.0	31.9	36.5		
100,000-499,999	28.6	42.3	9.8	9.2	7.4	7.7	29.7	43.2		
500,000 and over	47.0	49.1	8.6	9.7	8.3	12.2	47.9	52.0		
Family income										
Upper	38.9	43.8	8.7	9.0	8.8	11.2	39.7	45.2		
Upper middle	31.2	35.4	5.3	5.6	5.8	6.4	31.8	36.7		
Lower middle	25.3	29.1	4.6	5.7	3.9	7.1	26.3	30.7		
Lower	17.6	20.6	2.8	3.3	3.4	5.0	18.3	22.3		
Size of family										
1 and 2 members	25.7	30.1	5.0	5.0	4.5	5.4	26.7	31.7		
3 members	30.5	36.1	6.2	6.2	5.0	7.6	31.3	37.0		
4 and 5 members	32.6	35.4	6.3	7.5	6.8	9.8	33.1	37.0		
6 and over	15.4	18.9	1.5	2.7	4.4	4.4	16.8	20.6		

Continued

Table 1.- Frozen concentrated juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Orange		Grape-fruit 1/		Orange-gpft. 1/		Grape		All frozen concentrates 2/	
	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
United States	28.1	32.1	5.3	5.9	5.4	7.4	29.0	33.6		
Presence of children										
No children	25.9	30.5	5.5	5.9	4.4	6.0	26.8	31.9		
Under 6 years	31.2	36.7	6.0	6.7	6.5	8.3	32.4	38.6		
6-12 years	29.4	32.2	4.6	6.5	7.0	9.5	30.3	34.0		
13-20 years	23.8	27.2	4.1	4.6	5.1	6.9	24.1	28.5		
Occupation of family head										
Executive, professional	47.1	54.3	12.0	12.3	11.0	13.6	48.1	56.4		
Clerical, sales, service	36.4	40.8	6.3	7.8	5.9	9.2	36.9	42.6		
Craftsman, laborer	25.7	29.1	4.4	4.4	4.8	6.5	26.7	30.5		
Farmer	6.9	9.5	3/	3/	1.4	1.6	7.3	10.2		
Unclassified	20.0	23.3	3.8	4.9	3.8	5.9	20.9	25.0		
Education of family head										
Grammar school	18.5	21.2	3.3	3.4	3.2	4.3	19.3	22.1		
Some high school	33.4	37.8	5.1	6.6	6.0	8.7	34.2	39.7		
Some college	43.1	49.5	10.9	10.9	10.0	12.9	44.0	52.1		
Age of housewife										
Under 35 years	32.6	37.4	6.6	6.7	6.0	8.6	33.4	39.1		
35-44 years	31.4	32.6	5.2	6.1	7.4	9.1	32.3	34.1		
45 years and over	24.6	29.7	4.9	5.4	4.1	5.9	25.3	31.2		

1/ Data not available for October 1949-March 1950.

2/ Includes purchases of other frozen concentrated juices.

3/ Too few purchases reported for analysis.



Table 2.- Frozen concentrated juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Orange		Grape-fruit 1/		Orange-gpft. 1/		Grape		All frozen concentrates 2/	
	Oct.- March	April- Sept.	Oct.- April	Sept.	Oct.- April	Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
United States	6.9	6.9	2.1	1.9	3.0	3.2	7.5	8.0		
Geographic region										
Northeast	8.3	8.6	2.1	2.0	3.0	3.4	8.9	10.1		
North Central	6.0	5.9	2.1	2.0	2.9	3.3	6.7	7.0		
South	5.2	5.5	1.6	1.6	3/	1.8	5.4	6.1		
Mountain and Southwest	5.8	6.3	3.4	1.8	3.9	4.4	6.9	7.5		
Pacific	4.8	3.9	1.3	1.4	1.7	2.7	5.1	4.3		
Size of community										
Farm	3.5	2.9	3/	1.3	2.4	1.8	3.9	3.4		
City (Population)										
Under 10,000	5.1	6.1	1.4	2.2	3.1	3.0	5.7	7.0		
10,000-99,999	6.5	6.7	2.3	1.7	2.7	3.5	7.1	8.1		
100,000-499,999	8.1	7.1	2.4	1.4	2.9	3.3	8.9	8.5		
500,000 and over	8.0	7.9	2.1	2.1	3.1	3.4	8.7	9.2		
Family income										
Upper	8.0	8.3	2.1	1.8	2.9	4.0	8.8	9.9		
Upper middle	6.5	6.7	2.0	2.3	3.3	3.8	7.3	7.9		
Lower middle	6.4	6.2	1.6	1.7	3.2	2.1	6.8	7.0		
Lower	5.9	5.1	2.8	1.9	2.2	2.5	6.3	6.0		
Size of family										
1 and 2 members	5.5	5.4	2.4	1.9	2.4	2.7	5.9	6.3		
3 members	7.4	6.9	2.0	1.6	2.4	3.1	7.8	8.0		
4 or 5 members	7.3	7.8	2.0	2.2	3.2	3.5	8.1	9.2		
6 and over	8.2	7.7	1.0	1.5	4.6	3.7	9.0	8.2		

Continued

Table 2.- Frozen concentrated juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Orange		Grape-fruit 1/		Orange-gpft.:		Grape		All frozen concentrates 2/	
	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
United States	6.9	6.9	2.1	1.9	3.0	3.2	7.5	8.0		
Presence of children										
No children	5.9	5.9	2.3	1.8	2.4	2.6	6.3	6.9		
Under 6 years	7.3	7.2	1.5	1.9	3.5	3.8	8.0	8.4		
6-12 years	8.0	8.1	2.1	1.9	3.2	3.7	8.8	9.5		
13-20 years	7.5	7.1	2.4	2.2	3.9	3.4	8.5	8.3		
Occupation of family head										
Executive, professional	8.5	8.6	2.4	2.1	3.3	4.0	9.6	10.4		
Clerical, sales, service	6.3	6.8	2.1	1.8	2.3	2.8	6.8	7.8		
Craftsman, laborer	6.4	6.5	1.6	1.9	3.1	3.2	6.9	7.5		
Farmer	3.6	2.1	3/	3/	2.8	2.0	4.0	2.6		
Unclassified	7.0	5.4	2.6	1.6	3.2	2.2	7.6	6.3		
Education of family head										
Grammar school	6.2	6.1	1.5	1.6	2.9	3.0	6.6	7.0		
Some high school	6.4	6.3	2.3	2.2	2.8	3.0	7.0	7.4		
Some college	8.3	8.5	2.4	1.8	3.2	3.7	9.3	10.1		
Age of housewife										
Under 35 years	6.8	6.6	1.9	1.7	2.6	3.1	7.4	7.8		
35-44 years	7.7	7.7	2.3	1.9	3.8	4.3	8.6	9.3		
45 years and over	6.4	6.5	2.0	2.0	2.3	2.4	6.7	7.4		

1/ Data not available for October 1949-March 1950.

2/ Includes purchases of other frozen concentrated juices.

3/ Too few purchases reported for analysis.

Table 3.- Frozen concentrated juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Orange		Grape-fruit 1/2 blend		Grape		All frozen concentrates 2/	
	Oct.-	April-	April-	Sept.	Oct.-	April-	Oct.-	April-
	March	Sept.	Sept.	Sept.	March	Sept.	March	Sept.
	----- 6-ounce cans -----							
United States	13.4	13.2	3.0	4.3	4.5	14.3	14.7	
Geographic region								
Northeast	17.1	17.3	3.0	4.3	4.5	17.9	19.0	
North Central	10.7	10.2	3.2	3.8	4.3	11.5	11.7	
South	9.0	11.1	2.1	3/	2.3	9.2	11.7	
Mountain and Southwest	11.1	13.0	3.6	7.5	11.3	13.2	15.8	
Pacific	8.7	7.3	2.3	2.1	4.0	9.2	7.9	
Size of community								
Farm	6.4	5.5	2.1	3.6	2.1	7.0	6.2	
City (Population)								
Under 10,000	9.8	11.3	3.4	4.9	5.3	10.7	12.8	
10,000-99,999	11.3	12.6	2.6	3.4	4.3	12.2	14.3	
100,000-499,999	17.1	15.1	2.1	4.1	5.1	17.9	17.1	
500,000 and over	15.8	15.4	3.2	4.3	4.5	16.6	16.9	
Family income								
Upper	17.1	17.5	2.8	4.3	5.5	18.1	19.6	
Upper middle	12.8	12.2	3.8	4.9	5.8	13.9	13.9	
Lower middle	11.7	11.9	1.9	4.1	2.8	12.2	12.8	
Lower	9.4	8.3	3.6	3.2	3.6	9.8	9.6	
Size of family								
1 and 2 members	9.4	9.2	3.0	3.4	3.8	10.0	10.2	
3 members	12.6	12.4	2.6	3.0	4.0	13.0	13.9	
4 and 5 members	16.0	16.4	3.4	4.9	5.1	17.1	18.3	
6 and over	16.9	16.6	2.3	5.5	4.5	17.3	16.6	

Continued

Table 3.- Frozen concentrated juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Orange		Grape-fruit 1/		Orange-gift. 1/		Grape		All frozen concentrates 2/	
	Oct.-	April-Sept.	Oct.-	April-Sept.	Oct.-	April-Sept.	Oct.-	April-Sept.	Oct.-	April-Sept.
	March		March		March		March		March	
United States	13.4	13.2	3.2	3.0	4.3	4.5	14.3	14.7		
Presence of children										
No children	10.5	10.2	3.2	2.8	3.4	3.6	11.1	11.5		
Under 6 years	15.4	14.7	2.1	3.0	5.5	6.0	16.4	16.4		
6-12 years	17.3	17.0	3.4	3.0	4.7	5.5	18.1	18.7		
13-20 years	14.1	14.3	3.8	3.2	5.3	4.3	15.3	15.8		
Occupation of family head										
Executive, professional	17.5	17.0	3.8	3.6	4.7	5.5	19.0	19.6		
Clerical, sales, service	11.7	12.6	3.0	2.8	2.8	3.6	12.2	13.6		
Craftsman, laborer	12.6	13.0	2.3	2.6	4.5	4.9	13.2	14.3		
Farmer	6.2	3.8	3/	3/	4.1	2.1	6.8	4.5		
Unclassified	12.6	9.6	3.2	2.3	4.7	3.4	13.4	10.6		
Education of family head										
Grammar school	11.1	11.1	2.1	2.3	4.1	4.0	11.5	12.1		
Some high school	12.8	12.1	3.4	3.4	4.1	3.8	13.4	13.4		
Some college	17.1	17.5	3.6	3.0	4.7	5.8	18.3	19.6		
Age of housewife										
Under 35 years	13.4	13.0	2.6	2.6	3.6	4.0	14.3	14.5		
35-44 years	15.4	15.4	3.4	3.0	5.5	6.2	16.6	17.7		
45 years and over	11.9	12.2	3.2	3.2	3.2	3.4	12.4	13.2		

1/ Data not available for October 1949-March 1950.

2/ Includes purchases of other frozen concentrated juices.

3/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company



Table 4.-- Frozen concentrated juices: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Orange		Grape-fruit 1/		Orange-grafted 1/		Grape	
	Oct.-March	April-Sept.	April-Sept.	Sept.	April-Sept.	Sept.	Oct.-March	April-Sept.
United States	25.8	26.4	19.3	19.5	24.8	26.5		
Geographic region								
Northeast	25.5	26.5	20.4	20.2	23.7	25.9		
North Central	26.2	26.2	18.2	19.4	25.2	26.5		
South	27.2	26.1	16.4	15.5	2/	26.6		
Mountain and Southwest	26.9	26.8	18.0	18.5	27.8	29.7		
Pacific	26.0	25.4	22.9	18.2	23.2	23.9		
Size of community			2/	18.0	24.5	26.7		
Farm	26.6	26.9						
City (Population)								
Under 10,000	27.0	27.4	19.0	23.4	26.4	28.1		
10,000-99,999	26.6	27.0	20.6	19.4	24.9	26.2		
100,000-499,999	26.2	25.5	17.0	13.1	24.8	25.5		
500,000 and over	25.2	26.0	19.8	19.3	23.9	25.9		
Family income								
Upper	26.0	26.5	18.7	18.6	24.8	26.2		
Upper middle	25.8	26.2	20.1	20.3	24.7	27.6		
Lower middle	25.5	26.2	17.5	18.8	25.1	26.1		
Lower	25.9	26.7	21.4	20.8	25.0	25.9		
Size of family								
1 and 2 members	26.6	26.9	21.4	20.4	25.1	26.6		
3 members	25.8	26.3	20.6	18.2	23.8	25.7		
4 and 5 members	25.5	26.1	17.0	19.9	25.0	26.8		
6 and over	26.4	26.8	18.6	17.7	24.9	26.5		

Continued

Table 4.- Frozen concentrated juices: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Orange		Grape-fruit 1/		Orange-graft.:		Grape	
	Oct.-	April-	April-	Sept.	April-	Sept.	Oct.-	April-
	March	Sept.	Sept.	Sept.	Sept.	Sept.	March	Sept.
	Cents per 6-ounce can							
United States	25.8	26.4	19.3	19.5	24.8	26.5		
Presence of children								
No children	26.3	26.6	21.2	19.8	24.7	26.3		
Under 6 years	25.8	26.2	16.8	18.8	25.6	27.1		
6-12 years	25.7	26.2	16.6	18.5	25.4	27.0		
13-20 years	25.7	26.3	18.0	21.0	24.4	26.0		
Occupation of family head								
Executive, professional	25.9	26.4	18.5	19.8	24.6	26.0		
Clerical, sales, service	25.8	26.4	20.5	19.3	24.6	26.3		
Craftsman, laborer	25.6	26.4	18.3	19.6	25.0	27.1		
Farmer	26.0	26.6	2/	2/	24.7	26.6		
Unclassified	26.3	26.0	22.2	20.4	26.0	27.4		
Education of family head								
Grammar school	25.7	26.5	18.7	20.1	24.8	26.1		
Some high school	25.8	26.2	20.9	20.9	24.2	26.1		
Some college	25.9	26.4	18.1	17.4	25.5	27.2		
Age of housewife								
Under 35 years	25.5	26.1	18.8	18.6	24.3	25.9		
35-44 years	25.8	26.4	17.9	18.9	25.3	26.9		
45 years and over	26.0	26.4	20.3	20.3	24.3	26.3		

1/ Data not available for October 1949-March 1950.

2/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company



Table 5.- Frozen concentrated juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/

Item	Orange		Grape-fruit 2/		Orange-gpft.:		Grape		All frozen concentrates 3/	
	Oct.-	April-	April-	Sept.	April-	Sept.	Oct.-	Sept.	Oct.-	Sept.
	March	Sept.	Sept.	Sept.	Sept.	Sept.	March	Sept.	March	Sept.
	Gallons									
United States	177.2	199.8	7.8	8.2	10.8	15.7	193.1	233.2		
Geographic region										
Northeast	364.5	387.7	12.8	14.1	16.2	25.4	389.8	445.1		
North Central	137.2	156.9	7.1	9.2	11.6	16.8	154.0	190.4		
South	52.1	81.5	3.4	1.8	4/	3.4	54.7	90.1		
Mountain and Southwest	77.1	122.1	8.4	5.8	18.5	19.9	99.4	156.2		
Pacific	100.9	101.4	3.2	3.3	4.1	5.1	106.9	113.4		
Size of community										
Farm	24.6	27.2	4/	1.4	2.3	1.8	27.5	31.5		
City (Population)										
Under 10,000	103.2	138.4	3.8	5.9	10.0	15.4	116.5	164.4		
10,000-99,999	164.0	209.1	9.8	9.1	10.2	16.3	181.2	245.0		
100,000-499,999	227.5	296.3	17.6	9.1	14.0	18.2	247.8	344.9		
500,000 and over	349.8	352.0	12.5	14.9	16.8	25.5	375.5	409.0		
Family income										
Upper	309.9	358.9	14.5	12.1	17.8	29.1	336.6	417.0		
Upper middle	186.8	202.6	6.7	9.9	13.1	17.2	206.3	238.6		
Lower middle	138.4	164.5	4.9	5.4	7.2	9.1	148.6	185.1		
Lower	77.3	80.8	5.1	5.8	5.1	8.2	84.7	100.8		
Size of family										
1 and 2 members	113.1	128.1	8.1	6.7	7.1	10.0	124.4	153.6		
3 members	180.2	207.5	8.0	7.5	6.9	14.5	191.1	239.6		
4 and 5 members	243.3	270.9	9.5	11.7	15.9	23.4	266.5	317.9		
6 and over	121.8	146.5	1.0	2.9	11.6	9.2	135.9	160.5		

Continued

Table 5.- Frozen concentrated juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/ - Continued

Item	Orange		Grape-fruit 2/		Orange-gpft. 2/		Grape		All frozen concentrates 3/	
	Oct.-	April-	April-	Sept.	April-	Sept.	Oct.-	March	Oct.-	April-
	March	Sept.	Sept.		Sept.		March	Sept.	March	Sept.
United States	177.2	199.8	7.8	8.2	10.8	15.7	193.1	233.2		
Presence of children										
No children	127.3	146.0	8.5	7.6	6.9	10.2	138.7	173.2		
Under 6 years	225.3	254.4	6.1	9.6	16.8	23.1	249.4	296.6		
6-12 years	237.2	256.5	7.6	9.0	15.3	24.9	258.9	300.6		
13-20 years	156.3	181.7	7.4	7.0	12.7	13.6	173.3	211.2		
Occupation of family head										
Executive, professional	386.7	433.8	21.7	20.7	24.8	35.2	427.5	516.8		
Clerical, sales, service	198.3	239.0	8.7	10.1	7.9	15.7	210.8	274.0		
Craftsman, laborer	151.7	177.0	4.6	5.4	10.3	14.9	164.8	203.5		
Farmer	20.4	17.3	4/	4/	2.6	1.6	23.3	21.3		
Unclassified	119.0	103.6	5.9	5.4	8.2	9.6	132.0	125.4		
Education of family head										
Grammar school	95.8	110.4	3.2	3.9	6.0	8.3	103.5	126.6		
Some high school	199.3	214.0	8.3	10.5	11.1	15.9	215.9	250.1		
Some college	344.0	405.3	18.5	15.3	22.1	34.8	379.2	478.3		
Age of housewife										
Under 35 years	205.8	229.8	8.2	8.3	10.4	17.0	224.6	265.8		
35-44 years	226.5	236.5	8.6	8.5	19.2	26.6	252.2	282.2		
45 years and over	137.6	168.4	7.2	8.1	6.0	9.3	146.7	194.1		

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families including those that did not make any purchases during the 6-month period.

2/ Data not available for October 1949-March 1950.

3/ Includes purchases of other frozen concentrated juices.

4/ Too few purchases reported for analysis.

Table 6.---Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Orange		Grapefruit		Orange-graft blend		Tangerine		Lemon		Apple	
	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--
	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.
United States	42.5	38.8	30.2	26.7	21.8	21.2	5.8	8.9	8.3	13.4	11.7	12.3
Geographic region												
Northeast	41.7	38.9	30.8	30.6	29.3	28.3	9.2	12.4	11.1	17.4	15.8	17.8
North Central	42.6	39.1	27.1	23.0	22.9	22.1	6.8	10.5	9.4	15.9	9.2	9.0
South	44.8	39.7	27.5	19.6	11.8	12.2	2.3	4.7	3.8	5.3	5.9	6.4
Mountain and Southwest	43.6	40.4	33.1	29.8	15.0	13.8	3.3	6.0	5.8	7.7	10.0	12.9
Pacific	38.9	33.3	41.8	39.4	23.6	24.2	2.3	4.2	8.1	16.4	22.2	18.8
Size of community												
Farm	36.3	37.7	21.4	19.6	11.5	12.7	2.5	4.5	4.2	7.5	3.7	4.3
City (Population)												
Under 10,000	46.5	42.1	30.9	24.6	21.6	21.7	4.8	7.2	6.9	10.6	6.6	5.9
10,000-99,999	43.5	38.6	31.2	24.5	22.8	21.7	4.6	10.1	9.9	13.7	11.1	12.0
100,000-499,999	46.4	39.1	33.8	30.5	23.4	23.1	7.4	13.6	6.9	12.7	14.5	17.8
500,000 and over	41.3	36.3	34.1	33.8	28.3	26.4	9.4	11.5	12.2	20.6	22.0	23.0
Family income												
Upper	44.6	38.8	34.4	30.4	25.5	22.9	6.2	9.4	9.1	17.2	15.0	15.1
Upper middle	43.3	40.2	30.3	26.9	23.7	24.8	7.0	8.9	9.4	13.6	13.1	13.9
Lower middle	41.7	40.2	27.1	25.1	20.6	19.7	4.7	7.9	7.6	12.7	10.3	10.9
Lower	40.6	35.9	29.0	24.5	17.5	17.3	5.5	9.2	7.0	10.2	8.5	9.5
Size of family												
1 and 2 members	37.7	34.5	33.9	30.0	21.0	22.7	5.0	9.5	8.2	11.6	9.9	10.3
3 members	40.9	37.2	28.0	27.5	22.0	20.2	6.0	9.1	7.3	12.7	11.0	12.7
4 and 5 members	45.5	41.4	30.6	25.5	24.4	22.1	6.5	8.9	8.7	15.2	14.8	14.9
6 and over	48.4	44.3	24.0	20.6	15.0	17.2	5.1	6.5	9.0	13.8	8.3	8.7

Continued



Table 6.---Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Orange		Grapefruit		Orange-graft blend		Tangerine		Lemon		Apple	
	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:
	Percent											
United States	42.5	38.8	30.2	26.7	21.8	21.2	5.8	8.9	8.3	13.4	11.7	12.3
Presence of children												
No children	40.1	35.9	34.3	31.2	22.2	22.7	5.3	9.4	8.2	11.6	10.0	10.8
Under 6 years	42.6	38.6	23.0	18.9	18.5	18.1	5.6	7.8	6.4	13.3	13.6	15.6
6-12 years	45.7	40.7	27.3	21.5	19.8	18.5	6.6	8.0	8.7	15.0	13.1	12.5
13-20 years	46.1	42.1	29.0	25.2	23.5	21.6	6.5	8.6	9.4	15.1	11.2	10.9
Occupation of family head												
Executive, professional	45.1	40.4	36.4	31.9	28.8	27.3	7.7	10.9	10.5	17.8	20.8	20.1
Clerical, sales, service	44.0	38.3	35.8	30.3	24.7	23.9	7.0	9.9	9.8	14.5	14.2	13.1
Craftsman, laborer	43.4	38.6	28.0	25.7	21.6	20.5	6.0	9.2	8.3	14.4	9.9	12.1
Farmer	35.1	37.3	18.2	18.1	11.8	13.0	2.8	4.3	4.0	7.1	3.3	4.0
Unclassified	43.4	40.3	35.3	28.1	20.0	22.2	4.4	9.4	7.5	9.7	11.6	12.8
Education of family head												
Grammar school	39.7	36.4	28.2	24.0	19.5	17.4	4.6	7.0	7.1	11.9	7.8	8.6
Some high school	45.1	41.0	29.9	26.6	22.0	24.0	6.3	9.9	8.7	14.6	12.3	13.3
Some college	45.1	40.9	35.7	33.8	27.2	25.1	8.2	11.7	10.5	15.1	20.8	20.1
Age of housewife												
Under 35 years	41.8	37.1	21.4	21.3	16.7	17.2	6.4	8.4	7.0	12.9	12.2	14.2
35-44 years	42.0	37.0	29.9	22.7	23.4	21.6	6.1	8.0	8.9	13.9	13.2	14.3
45 years and over	43.1	40.3	33.8	30.9	22.8	22.6	5.5	9.5	8.4	13.3	10.7	10.5

Continued



Table 6.---Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable		All	
	Apr.--		Oct.--		Apr.--		Oct.--		Apr.--		Oct.--	
	Mar.:	Sept.:	Mar.:	Sept.:	Mar.:	Sept.:	Mar.:	Sept.:	Mar.:	Sept.:	Mar.:	Sept.:
Percent												
United States	16.0	17.3	38.6	37.0	16.3	16.2	43.6	44.2	11.3	10.9	81.6	81.0
Geographic region												
Northeast	16.3	20.1	51.8	49.4	26.1	25.2	53.4	53.0	12.8	14.3	88.9	89.4
North Central	12.6	13.7	30.2	32.0	12.7	12.8	34.9	38.9	11.3	8.6	78.7	79.0
South	15.0	13.9	27.5	22.9	9.9	8.2	32.0	30.5	6.6	6.5	71.0	67.3
Mountain and Southwest	21.1	23.8	38.9	35.8	11.7	13.2	51.9	50.4	9.4	10.6	83.6	83.4
Pacific	23.3	21.2	49.6	47.9	16.7	20.0	58.5	57.9	19.0	17.6	89.3	88.5
Size of community												
Farm	10.5	9.3	21.6	21.9	7.2	6.8	21.2	23.6	3.3	3.2	68.9	62.5
City (Population)												
Under 10,000	14.2	12.9	32.7	30.5	11.8	12.0	38.2	37.5	9.9	7.7	79.7	78.7
10,000-99,999	15.5	16.0	40.3	36.5	17.7	14.3	49.0	52.1	12.5	14.3	86.7	87.6
100,000-499,999	24.2	26.0	43.1	42.9	15.1	18.0	49.2	53.0	14.3	16.0	89.6	88.5
500,000 and over	19.2	25.3	54.5	53.2	27.3	27.5	60.6	59.5	16.9	16.3	91.7	91.4
Family income												
Upper	19.8	19.2	44.1	41.6	19.1	19.3	51.1	50.7	14.5	16.1	87.7	86.6
Upper middle	10.5	18.5	39.9	39.6	18.1	17.3	48.1	47.7	12.0	10.9	84.2	83.5
Lower middle	14.1	17.9	38.5	35.7	15.3	14.8	38.2	41.5	8.7	8.3	79.0	79.6
Lower	13.7	13.8	32.2	31.7	13.1	13.4	37.2	37.2	10.0	8.4	75.6	74.5
Size of family												
1 and 2 members	14.9	15.6	35.8	33.0	14.7	15.2	39.8	40.3	11.6	11.5	79.7	80.6
3 members	15.8	17.7	40.4	39.8	18.3	19.2	43.6	46.9	13.2	13.1	83.2	83.8
4 and 5 members	17.7	19.6	41.8	40.3	17.4	18.0	47.9	47.0	11.4	10.9	83.5	81.6
6 and over	13.8	14.0	32.7	31.7	13.1	13.1	39.6	40.2	6.5	4.8	70.7	74.1

Continued

Table 6.--Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950.--Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable : combination		All canned juices	
	Oct.-: Apr.-:	Sept.-: Mar.-:	Oct.-: Apr.-:	Sept.-: Mar.-:	Oct.-: Apr.-:	Sept.-: Mar.-:	Oct.-: Apr.-:	Sept.-: Mar.-:	Oct.-: Apr.-:	Sept.-: Mar.-:	Oct.-: Apr.-:	Sept.-: Mar.-:
United States	16.0	17.3	38.6	37.0	16.3	16.2	43.6	44.2	11.3	10.9	81.6	81.0
Presence of children												
No children	15.3	16.1	38.0	34.9	16.5	16.9	40.6	42.2	11.6	11.8	81.6	81.1
Under 6 years	16.4	19.3	38.4	38.6	17.7	16.5	45.9	46.4	12.2	10.1	80.2	80.2
6-12 years	16.7	17.2	38.0	38.4	16.4	15.2	45.8	44.9	10.5	10.2	81.3	80.2
13-20 years	15.3	15.9	37.2	36.6	11.8	12.2	42.5	43.5	8.6	8.4	79.3	78.0
Occupation of family head												
Executive, professional	18.8	23.5	46.0	49.2	17.1	18.2	59.5	57.0	17.8	19.4	90.6	91.5
Clerical, sales, service	18.2	18.7	45.1	40.8	21.7	20.4	52.4	53.0	14.3	13.3	89.5	88.6
Craftsman, laborer	16.2	17.8	39.8	37.0	17.5	16.8	43.7	43.7	10.3	9.5	82.9	81.2
Farmer	9.5	7.8	20.3	20.9	6.2	6.2	19.6	22.5	3.0	3.1	59.4	60.4
Unclassified	15.6	18.4	36.3	35.4	14.4	18.1	33.8	41.3	10.9	9.0	78.4	79.5
Education of family head												
Grammar school	15.1	13.1	32.6	32.0	13.8	14.0	35.0	36.6	8.2	6.9	74.5	73.5
Some high school	16.1	20.2	43.4	39.9	19.3	18.5	49.4	48.9	12.3	13.0	86.7	86.5
Some college	18.2	23.0	44.8	44.9	17.5	17.5	54.9	55.3	17.3	17.4	90.3	90.3
Age of housewife												
Under 35 years	16.7	19.9	37.5	37.5	16.2	15.5	48.2	47.9	10.3	9.4	80.5	80.5
35-44 years	15.7	18.0	40.3	39.1	19.2	17.8	46.9	44.7	10.9	10.6	82.1	79.8
45 years and over	15.9	15.9	38.1	35.8	14.8	15.5	39.9	42.5	12.0	11.6	81.7	81.8

National Consumer Panel of Industrial Surveys Company

Table 7.--Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Orange		Grapefruit		Orange-Apple blend		Tangerine		Lemon		Apple	
	Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:	
	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:
United States	4.4	4.3	3.5	3.8	2.9	2.9	2.1	2.2	2.4	2.5	3.6	3.9
Geographic region:												
Northeast	5.1	5.1	4.0	4.0	3.5	3.2	2.5	2.6	2.4	2.7	4.1	4.1
North Central	4.1	4.2	2.9	3.4	2.5	2.9	1.6	1.9	2.6	2.6	3.7	3.6
South	4.3	4.2	3.2	3.5	2.4	2.8	2.1	2.3	2.0	2.2	3.0	3.8
Mountain and Southwest	3.9	3.6	3.4	3.4	2.5	2.5	1.0	1.1	2.1	2.1	1.9	3.4
Pacific	3.4	2.6	3.8	4.4	2.9	2.4	1.9	2.5	2.9	2.2	3.6	4.1
Size of community												
Farm	3.5	3.2	2.7	2.7	2.2	2.5	1.4	1.8	1.8	2.5	2.0	2.8
City (Population)												
Under 10,000	4.5	4.4	3.2	3.8	2.5	2.8	1.5	1.7	2.2	2.4	2.7	3.8
10,000-99,999	4.4	4.4	3.4	3.8	3.7	3.3	2.3	2.3	3.3	2.7	3.3	3.6
100,000-499,999	4.3	4.0	3.4	3.8	2.8	3.3	2.1	2.9	1.9	2.4	2.9	3.3
500,000 and over	4.8	5.1	4.1	4.2	3.1	2.9	2.3	2.4	2.5	2.6	4.4	4.3
Family income												
Upper	4.8	4.4	3.4	3.9	2.8	2.9	1.9	2.4	2.6	2.6	4.2	4.3
Upper middle	4.6	4.6	3.4	3.9	2.8	2.9	2.3	2.2	2.4	2.5	3.3	3.5
Lower middle	4.2	4.4	3.6	3.4	3.1	3.1	2.0	2.2	2.0	2.1	3.5	4.1
Lower	3.9	3.7	3.5	3.7	2.8	2.9	2.0	2.1	2.8	2.9	3.3	3.7
Size of family												
1 and 2 members	3.7	3.7	3.8	4.1	2.6	2.9	2.0	2.3	2.7	2.9	2.5	2.9
3 members	4.0	4.0	3.4	3.8	3.0	2.8	2.3	1.8	2.4	2.3	3.9	3.8
4 and 5 members	5.1	4.8	3.3	3.4	3.1	3.2	2.0	2.3	2.5	2.4	4.1	4.4
6 and over	4.2	4.4	3.0	3.4	2.6	2.4	2.0	3.0	1.8	2.6	3.6	4.3

Continued



Table 7.---Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Orange		Grapefruit		Orange-graft blend		Tangerine		Lemon		Apple	
	Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:		Oct.--: Apr.--: Sept.:	
	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:	Mar.:
-- -- Number --												
United States	4.4	4.3	3.5	3.8	2.9	2.9	2.1	2.2	2.4	2.5	3.6	3.9
Presence of children												
No children	4.0	4.0	3.7	3.8	2.8	3.1	2.0	2.3	2.9	3.0	2.5	2.8
Under 6 years	4.2	4.1	2.8	3.3	2.8	2.4	2.2	2.3	2.2	2.6	4.8	4.8
6-12 years	4.6	4.6	3.0	3.4	2.9	2.7	2.3	2.5	2.2	2.4	4.3	5.4
13-20 years	4.5	4.6	3.5	3.8	2.9	3.2	1.8	2.1	2.0	2.3	3.4	3.6
Occupation of family head												
Executive, professional	4.5	4.4	3.5	3.8	3.0	2.9	1.9	2.2	2.1	2.5	4.4	4.2
Clerical, sales, service	4.6	4.8	3.8	4.0	2.7	3.1	2.2	2.9	2.6	2.6	3.4	3.7
Craftsman, laborer	4.5	4.5	3.4	3.8	3.2	3.1	2.1	2.1	2.6	2.5	3.4	4.0
Farmer	3.6	3.2	2.5	2.8	2.1	2.2	1.5	1.8	1.8	2.2	2.1	3.0
Unclassified	3.9	4.1	3.6	3.7	2.5	2.8	1.9	1.4	2.8	2.9	3.4	3.4
Education of family head												
Grammar school	4.3	4.1	3.3	3.8	2.9	3.3	1.7	1.9	2.5	2.5	3.2	3.3
Some high school	4.3	4.4	3.4	3.7	2.8	2.7	2.2	2.2	2.7	2.7	3.7	4.0
Some college	4.6	4.6	3.9	3.7	3.0	2.7	2.4	2.8	2.0	2.4	4.0	4.4
Age of housewife												
Under 35 years	4.1	4.1	2.9	3.0	2.8	2.2	2.6	2.2	1.7	2.4	4.1	4.0
35-44 years	4.6	4.7	3.2	3.7	3.1	2.9	2.0	2.7	2.3	2.2	4.0	4.7
45 years and over	4.3	4.2	3.8	4.0	2.8	3.1	1.9	2.0	2.8	2.8	3.1	3.2

Continued

National Consumer Panel of Industrial Surveys Company

Table 7.--Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable : combination :		All canned juices	
	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-
	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.
United States	2.4	2.6	3.7	3.8	4.7	4.6	5.0	4.7	2.8	2.9	12.3	12.4
Geographic region												
Northeast	2.5	2.7	4.9	4.9	5.5	5.7	5.9	5.7	3.0	2.5	16.5	16.5
North Central	2.5	2.4	2.8	2.8	4.5	3.9	4.4	4.0	2.3	3.2	10.0	10.2
South	2.1	2.6	2.8	3.2	3.1	3.5	4.4	4.1	2.6	2.8	9.2	9.1
Mountain and Southwest	2.3	2.4	3.2	3.7	4.5	4.5	4.3	4.3	2.6	3.4	10.5	10.9
Pacific	2.3	2.7	3.4	3.5	3.5	3.3	5.0	4.8	3.3	3.0	13.2	12.7
Size of community												
Farm	1.8	2.0	2.4	2.5	3.1	3.0	4.1	3.7	1.8	2.1	6.8	7.2
City (Population)												
- Under 10,000	2.0	2.7	3.0	3.2	4.2	3.9	4.2	4.1	2.4	2.9	10.0	10.1
10,000-99,999	2.8	2.8	3.2	3.5	4.4	4.4	5.2	4.6	3.2	3.1	12.1	11.5
100,000-499,999	2.4	2.3	3.5	3.9	4.7	4.9	5.5	4.4	2.3	3.0	12.2	12.9
500,000 and over	2.7	2.7	4.7	4.7	5.3	5.2	5.6	5.5	3.0	2.8	17.2	17.1
Family income												
Upper	2.3	2.7	4.0	4.0	4.8	4.2	5.3	5.2	3.3	2.9	14.0	13.9
Upper middle	2.3	2.2	3.7	4.2	4.6	5.4	4.9	4.6	2.9	2.8	12.6	13.0
Lower middle	2.4	2.5	3.8	3.8	5.1	5.1	5.3	4.7	2.2	2.6	11.9	11.9
Lower	2.4	2.8	3.4	3.3	4.2	3.7	4.7	4.2	2.3	3.2	10.6	10.5
Size of family												
1 and 2 members	2.6	2.5	3.0	3.3	4.2	4.6	4.4	4.0	2.8	2.9	10.6	10.8
3 members	2.1	2.3	3.7	3.8	5.1	5.1	4.9	4.5	2.6	3.0	11.8	12.1
4 and 5 members	2.2	2.6	4.2	4.1	4.8	4.4	5.5	5.3	3.0	2.8	14.2	13.8
6 and over	2.8	3.3	3.9	4.3	4.5	4.2	5.0	4.9	2.0	3.2	11.2	12.4

Continued

Table 7.--Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable : combination :		All canned juices	
	Oct.-Mar.	Apr.-Sept.	Oct.-Mar.	Apr.-Sept.	Oct.-Mar.	Apr.-Sept.	Oct.-Mar.	Apr.-Sept.	Oct.-Mar.	Apr.-Sept.	Oct.-Mar.	Apr.-Sept.
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	2.4	2.6	3.7	3.8	4.7	4.6	5.0	4.7	2.8	2.9	12.3	12.4
Presence of children												
No children	2.4	2.5	3.4	3.6	4.6	4.8	4.8	4.4	2.8	2.9	11.4	11.7
Under 6 years	2.2	2.6	4.3	4.0	4.5	4.9	5.1	4.8	2.7	3.0	12.9	12.7
6-12 years	2.3	2.5	4.1	4.2	4.6	4.4	5.2	4.9	2.9	2.8	12.9	12.8
13-20 years	2.3	3.0	3.8	3.8	5.1	4.3	5.4	5.0	2.5	2.7	12.6	12.8
Occupation of family head												
Executive, professional	2.0	2.5	4.0	4.0	4.7	4.1	5.2	5.1	3.3	2.8	14.6	14.2
Clerical, sales, service	2.4	2.5	3.7	4.1	4.3	4.8	5.1	4.8	2.7	3.2	13.3	13.4
Craftsman, laborer	2.5	2.6	4.0	4.1	5.4	5.3	5.1	4.8	2.5	2.7	12.6	12.8
Farmer	1.7	2.1	2.2	2.3	2.2	2.0	4.0	3.6	2.1	2.2	6.5	6.8
Unclassified	3.2	3.5	3.0	3.1	4.3	4.1	4.8	4.2	2.5	3.4	11.1	11.5
Education of family head												
Grammar school	2.4	2.8	3.7	3.5	5.1	4.9	5.0	4.7	2.6	2.8	11.4	11.4
Some high school	2.3	2.5	3.5	3.8	4.4	4.6	4.8	4.5	2.8	3.0	12.3	12.4
Some college	2.3	2.4	4.0	4.5	4.3	4.2	5.4	5.2	2.9	2.8	14.3	14.2
Age of housewife												
Under 35 years	2.4	2.5	3.8	4.0	3.9	4.4	4.7	4.3	2.4	2.6	11.5	11.4
35-44 years	2.2	2.8	4.1	4.1	4.6	5.1	5.1	5.0	3.0	2.9	13.2	13.4
45 years and over	2.4	2.5	3.5	3.6	5.1	4.5	5.1	4.7	2.7	3.0	12.1	12.1

National Consumer Panel of Industrial Surveys Company



Table 8.—Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Orange		Grapefruit		Orange-graft- blend		Tangerine		Lemon		Apple	
	: Oct.-: Apr.-: Sept.:		: Oct.-: Apr.-: Sept.:		: Oct.-: Apr.-: Sept.:		: Oct.-: Apr.-: Sept.:		: Oct.-: Apr.-: Sept.:		: Oct.-: Apr.-: Sept.:	
	Mar.	Mar.	Mar.	Mar.	Mar.	Mar.	Mar.	Mar.	Mar.	Mar.	Mar.	Mar.
United States	5.8	5.4	4.1	4.5	3.3	3.5	1.8	2.3	5.0	5.8	5.5	5.8
Geographic region												
Northeast	6.7	6.9	4.8	4.7	3.8	3.7	1.9	2.9	5.0	5.8	5.9	5.8
North Central	6.5	5.6	3.5	4.0	3.1	3.8	1.5	2.1	6.5	6.5	6.6	6.3
South	4.8	4.5	3.0	4.1	2.6	2.7	2.9	2.4	3.6	3.6	3.9	5.5
Mountain and Southwest	5.3	4.1	5.1	4.4	2.6	3.3	.8	1.3	4.3	3.6	2.2	4.3
Pacific	3.5	3.1	4.3	5.4	3.4	2.4	1.1	1.5	5.0	5.0	5.9	6.3
Size of community												
Farm	4.9	3.8	3.5	3.2	2.7	3.2	1.4	2.1	5.0	6.5	3.0	3.9
City (Population)												
Under 10,000	6.2	5.6	3.8	4.6	3.0	3.2	1.8	1.8	4.3	5.0	5.1	6.3
10,000-99,999	5.3	5.3	3.8	4.3	3.9	3.7	1.7	2.7	7.2	5.8	3.9	4.7
100,000-499,999	5.4	4.5	5.1	5.7	3.6	3.9	2.0	3.1	3.6	5.8	3.9	5.0
500,000 and over	6.3	6.8	4.7	4.8	3.4	3.5	1.8	2.3	5.8	6.5	6.9	6.5
Family income												
Upper	6.8	5.8	3.9	4.7	3.5	3.8	2.1	2.8	5.8	6.5	7.3	7.7
Upper middle	5.9	5.5	4.0	5.0	5.2	3.3	1.9	2.3	5.0	5.8	4.9	4.7
Lower middle	6.1	6.3	4.2	3.8	3.6	3.4	1.6	2.2	4.3	5.0	5.3	5.5
Lower	4.3	3.8	4.4	4.7	2.9	3.3	1.4	2.2	5.8	6.5	4.2	5.1
Size of family												
1 and 2 members	4.3	4.2	4.5	5.1	2.8	3.0	1.3	2.3	5.8	7.2	3.1	3.4
3 members	4.9	4.5	4.1	4.4	3.2	3.0	1.5	1.4	5.0	5.0	5.8	5.8
4 and 5 members	6.9	6.4	4.0	4.1	3.8	4.1	2.1	2.5	5.8	5.0	6.5	7.2
6 and over	6.9	6.2	3.7	4.2	3.5	3.2	2.3	3.9	3.6	7.2	7.2	6.6

Continued

Table 8.---Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Orange		Grapefruit		Orange-graft blend		Tangerine		Lemon		Apple	
	Oct.-: Apr.-: Mar.-:		Oct.-: Apr.-: Mar.-:		Oct.-: Apr.-: Mar.-:		Oct.-: Apr.-: Mar.-:		Oct.-: Apr.-: Mar.-:		Oct.-: Apr.-: Mar.-:	
	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:	Oct.-: Apr.-: Mar.-:
United States	5.8	5.4	4.1	4.5	3.3	3.5	1.8	2.3	5.0	5.8	5.5	5.8
Presence of children												
no children	4.9	4.6	4.3	4.6	3.3	3.6	1.4	2.5	6.5	7.2	3.2	3.6
Under 5 years	5.7	5.2	3.1	3.5	3.0	2.8	1.9	2.2	5.0	5.8	7.0	7.7
6-12 years	6.9	6.1	3.8	4.1	3.3	3.2	2.1	2.7	5.0	5.8	7.2	8.5
13-20 years	6.3	5.9	4.2	4.6	3.2	3.8	2.1	2.3	4.3	5.8	5.9	5.9
Occupation of family head												
Executive, professional	7.1	6.4	4.1	4.9	3.8	3.2	1.6	2.3	5.0	5.8	7.3	7.4
Clerical, sales, service	6.2	6.0	4.6	4.9	3.3	4.1	2.3	3.3	5.0	5.8	5.5	5.7
Craftsman, laborer	5.5	5.4	3.8	4.4	3.3	3.4	1.6	2.1	5.8	5.8	4.7	5.4
Farmer	5.4	3.9	3.1	3.1	2.6	2.8	1.6	2.3	4.3	5.8	3.2	4.7
Unclassified	3.8	4.1	4.9	4.8	2.8	2.8	1.2	1.0	5.8	5.8	4.5	4.2
Education of family head												
Grammar school	5.2	4.8	4.0	4.9	3.1	3.9	1.3	1.9	5.8	5.8	5.0	4.5
Some high school	6.2	5.7	3.9	4.1	3.3	3.2	2.2	2.4	5.8	6.5	5.0	5.5
Some college	6.4	6.0	4.7	4.4	3.7	3.1	1.8	2.9	5.0	5.8	6.8	7.7
Age of housewife												
Under 35 years	5.4	4.7	2.9	3.1	3.3	2.6	1.9	2.0	3.6	5.8	5.7	6.3
35-44 years	6.5	5.8	4.0	4.4	3.4	3.1	1.9	3.1	5.0	5.0	5.9	6.8
45 years and over	5.5	5.4	4.5	5.0	3.3	3.8	1.6	2.1	5.8	6.5	5.3	4.9

1/ The figures for average volume are equivalent number of 46-ounce cans, except lemon juice figures are equivalent 5½-6-ounce cans, and apple, grape, and prune juice figures are equivalent 32-ounce bottles.

National Consumer Panel of Industrial Surveys Company

Continued

Table 8.--Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable	
	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
United States	2.2	2.4	3.6	3.8	5.4	5.4	5.4	5.1	2.5	2.4
Geographic region										
Northeast	1.9	2.3	4.6	4.8	6.3	6.6	6.0	5.6	2.9	2.1
North Central	2.6	2.6	2.7	2.8	5.1	4.3	5.1	4.7	2.2	2.9
South	1.8	2.0	2.5	3.1	3.4	3.9	4.5	4.0	2.2	2.3
Mountain and Southwest	2.2	2.4	3.1	3.9	5.4	5.7	4.7	4.8	1.7	2.4
Pacific	3.0	3.5	3.4	3.7	4.1	3.8	6.3	5.4	3.1	2.7
Size of community										
Farm	1.8	2.0	2.4	2.8	3.8	4.3	4.9	4.3	2.3	2.1
City (Population)										
Under 10,000	1.8	2.6	2.9	3.2	5.0	4.5	4.7	4.5	2.0	2.5
10,000-99,999	2.6	2.3	2.9	3.4	5.1	5.3	5.6	5.0	2.7	2.9
100,000-499,999	2.6	2.3	3.7	4.2	5.9	5.8	6.7	4.9	2.2	2.5
500,000 and over	2.4	2.6	4.5	4.5	5.9	5.8	5.7	5.6	2.9	2.3
Family income										
Upper	2.3	2.6	3.9	4.1	5.7	5.3	6.3	6.1	3.1	2.7
Upper middle	2.0	1.9	3.5	4.2	5.1	6.1	5.2	4.7	2.8	2.3
Lower middle	2.2	2.4	3.8	3.8	5.9	5.9	5.4	4.9	2.1	2.0
Lower	2.3	3.0	2.8	3.0	4.7	3.9	4.8	4.2	1.6	2.5
Size of family										
1 and 2 members	2.6	2.3	2.7	3.2	4.6	5.1	4.5	4.1	2.3	2.3
3 members	2.0	2.3	3.1	3.5	6.3	5.5	4.9	4.4	2.3	2.5
4 and 5 members	1.9	2.4	4.1	4.1	5.3	5.1	6.2	5.7	2.7	2.4
6 and over	2.7	3.2	4.6	5.2	5.7	5.9	6.3	6.1	3.0	3.5

Continued



Table 8.---Canned Juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950---Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable combination	
	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
United States	2.2	2.4	3.6	3.8	5.4	5.4	5.4	5.1	2.5	2.4
Presence of children										
No children	2.4	2.3	3.2	3.6	5.1	5.4	5.0	4.6	2.3	2.5
Under 6 years	1.9	2.6	4.1	3.9	5.1	5.7	5.5	5.1	2.6	2.7
6-12 years	2.0	2.3	4.1	4.3	5.1	4.7	5.9	5.4	3.0	2.6
13-20 years	2.0	2.8	3.8	4.0	5.8	5.4	6.3	5.8	2.6	2.3
Occupation of family head										
Executive, professional	1.8	2.2	4.2	4.2	5.4	4.6	6.4	6.2	2.9	2.6
Clerical, sales, service	2.2	2.3	3.5	4.0	5.0	5.8	4.9	4.8	2.3	2.4
Craftsman, laborer	2.3	2.4	3.8	3.9	6.2	5.9	5.4	4.9	2.4	2.3
Farmer	1.6	2.4	2.3	2.6	2.6	2.7	4.8	4.0	2.8	2.2
Unclassified	3.6	4.0	2.5	2.9	5.1	4.7	5.4	4.7	1.9	2.7
Education of family head										
Grammar school	2.2	2.6	3.5	3.4	5.9	5.5	5.4	5.0	2.4	2.3
Some high school	2.2	2.4	3.4	3.8	5.0	5.5	4.8	4.5	2.4	2.4
Some college	2.3	2.4	4.0	4.5	5.0	4.6	6.6	6.0	2.7	2.5
Age of housewife										
Under 35 years	2.0	2.4	3.4	3.8	4.5	4.9	5.1	4.4	2.2	2.4
35-44 years	2.0	2.6	4.0	4.0	5.1	5.7	5.3	4.6	3.0	2.3
45 years and over	2.3	2.4	3.4	3.7	5.9	5.4	5.7	5.2	2.4	2.5

1/ The figures for average volume are equivalent number of 46-ounce cans, except lemon juice figures are equivalent 5½-6-ounce cans, and apple, grape, and prune juice figures are equivalent 32-ounce bottles.

National Consumer Panel of Industrial Surveys Company

Table 9.--Canned juices: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Orange		Grapefruit		Orange-gpft. blend.		Tangerine		Lemon		Apple	
	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-
	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.
	Cents per can 1/											
United States	35.4	38.4	33.2	37.3	37.5	39.3	32.8	32.2	12.8	13.4	21.1	20.6
Geographic region												
Northeast	36.1	38.1	33.7	36.9	36.6	38.3	32.4	31.1	12.8	13.0	20.2	19.3
North Central	34.5	38.2	33.5	38.1	38.3	39.8	33.8	34.0	12.7	13.8	20.5	21.3
South	35.1	37.8	31.5	35.9	36.5	38.2	30.3	27.9	13.0	14.3	22.2	21.4
Mountain and Southwest	36.3	41.1	32.6	38.2	39.7	41.1	39.6	35.3	14.7	18.7	25.9	25.4
Pacific	36.8	38.4	33.7	37.3	38.4	43.5	34.5	39.2	12.2	12.8	22.0	21.3
Size of community												
Farm	36.2	39.0	33.7	38.8	38.0	40.5	34.8	35.3	12.5	13.3	24.5	23.3
City (Population)												
Under 10,000	36.3	39.6	34.3	38.8	38.4	40.0	32.1	32.3	13.4	14.2	20.4	21.3
10,000-99,999	35.1	37.9	34.5	37.8	39.6	40.2	33.8	32.9	13.1	13.3	23.1	21.9
100,000-499,999	34.5	39.2	30.8	36.5	36.6	39.4	34.4	32.1	13.3	14.4	21.5	21.0
500,000 and over	34.2	36.8	32.7	35.8	35.9	38.0	31.8	29.8	12.3	12.9	20.8	19.9
Family income												
Upper	36.0	39.0	33.4	37.5	37.8	39.1	33.2	32.2	12.9	13.5	21.2	20.4
Upper middle	35.2	38.2	33.3	37.0	37.5	40.0	32.6	31.7	12.8	13.0	22.0	21.0
Lower middle	35.2	37.3	33.5	37.8	36.9	39.4	32.3	32.5	12.8	13.4	20.3	20.6
Lower	34.7	39.6	32.6	37.0	37.7	38.8	32.6	32.2	12.8	13.7	20.9	20.5
Size of family												
1 and 2 members	35.4	38.9	33.2	37.2	38.0	39.2	34.1	33.5	12.5	13.3	23.5	21.0
3 members	35.9	38.8	33.3	38.5	38.3	40.1	34.1	30.9	12.9	13.7	20.2	20.5
4 and 5 members	35.6	38.0	33.1	36.3	37.1	38.8	32.3	30.8	12.9	13.7	21.1	20.2
6 and over	33.4	38.2	33.1	37.5	36.2	40.8	32.6	33.3	13.4	12.7	20.4	21.3

Continued

Table 9.--Canned juices: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Orange		Grapefruit		Orange-appt. blend		Tangerine		Lemon		Apple	
	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--
	Mar.:	Sept.:	Mar.:	Sept.:	Mar.:	Sept.:	Mar.:	Sept.:	Mar.:	Sept.:	Mar.:	Sept.:
-- -- -- Cents per can 1/2 -- -- --												
United States	35.4	38.4	33.2	37.3	37.5	39.3	32.8	32.2	12.8	13.4	21.1	20.6
Presence of children												
No children	35.9	38.9	33.1	37.1	38.0	39.8	33.2	31.8	12.6	13.3	22.2	21.4
Under 6 years	34.1	37.5	34.1	38.1	37.0	39.1	33.5	32.7	13.4	13.1	21.1	20.2
6-12 years	34.4	37.5	33.1	37.1	36.9	39.2	33.0	32.9	13.4	13.6	20.7	20.0
13-20 years	35.4	38.6	33.5	37.8	37.0	38.7	32.2	32.4	13.3	13.7	21.0	20.9
Occupation of family head												
Executive, professional	34.4	36.9	33.2	37.6	37.6	38.8	34.1	32.4	13.1	14.5	21.2	20.2
Clerical, sales, service	35.2	38.3	33.2	36.5	37.7	39.6	31.7	32.0	13.2	13.1	21.3	20.8
Craftsman, laborer	35.6	38.9	33.6	37.5	37.5	39.5	32.6	30.7	12.7	13.1	20.1	20.3
Farmer	36.2	39.3	33.4	38.7	37.5	39.7	34.9	36.2	13.1	14.1	26.8	24.0
Unclassified	37.0	38.4	31.4	36.5	35.9	38.8	32.9	33.0	12.4	14.0	22.6	21.7
Education of family head												
Grammar school	36.4	39.3	33.6	37.2	37.7	39.1	32.9	33.4	13.0	13.6	20.4	20.6
Some high school	34.3	37.5	33.1	37.3	37.0	39.7	32.6	30.9	12.5	13.1	21.3	20.3
Some college	35.7	38.3	32.7	37.4	37.7	39.3	33.2	32.4	13.0	13.7	21.5	20.8
Age of housewife												
Under 35 years	34.2	37.1	35.0	37.9	37.1	39.3	33.7	32.4	13.0	13.1	21.0	20.4
35-44 years	35.3	37.9	33.2	37.0	36.7	39.5	33.1	32.2	13.2	13.3	20.7	20.4
45 years and over	35.9	38.9	32.9	37.3	38.0	39.3	32.2	32.0	12.7	13.6	21.8	21.0

1/ Per 46-ounce can, except lemon juice, per 5 1/2-6-ounce can; apple, grape, and prune juices, per 32-ounce bottle.

Continued

National Consumer Panel of Industrial Surveys Company



Table 9.---Canned juices: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable combination	
	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Cents per can 1/									
United States	40.0	39.6	38.6	38.0	27.8	28.5	25.4	26.9	34.4	36.2
Geographic region										
Northeast	40.2	40.4	37.3	36.9	26.7	27.2	25.0	26.7	32.3	35.2
North Central	41.3	39.4	41.3	39.5	30.0	31.0	25.7	27.5	34.8	36.4
South	41.2	41.5	40.6	39.8	29.8	30.6	25.5	28.1	37.1	34.7
Mountain and Southwest	41.4	41.3	40.8	40.1	29.6	31.8	26.1	26.9	38.0	36.7
Pacific	36.2	36.5	36.1	35.8	24.9	26.9	24.2	24.9	36.1	38.3
Size of community										
Farm	42.2	42.8	40.3	40.0	29.3	29.9	25.6	26.8	35.0	36.9
City (Population)										
Under 10,000	42.6	41.7	40.9	40.0	29.1	30.7	26.2	27.8	36.5	37.6
10,000-99,999	38.0	40.7	39.9	39.6	27.9	28.2	25.7	27.4	36.7	36.0
100,000-499,999	39.0	41.4	38.8	37.9	27.9	29.0	24.9	26.4	36.0	36.0
500,000 and over	39.4	38.0	37.0	36.1	27.1	27.6	24.8	26.2	32.2	35.3
Family income										
Upper	39.7	40.0	38.2	37.6	28.5	28.5	25.5	27.2	35.4	36.1
Upper middle	41.1	40.7	38.8	38.4	27.9	28.8	25.4	27.0	32.4	35.6
Lower middle	40.4	40.7	38.8	38.0	27.6	28.8	25.5	26.6	34.3	36.4
Lower	39.0	37.5	38.9	38.3	26.8	27.7	25.0	26.6	36.1	37.2
Size of family										
1 and 2 members	40.0	40.0	39.2	38.7	28.1	29.3	25.4	27.2	34.2	36.5
3 members	40.1	37.9	38.6	37.9	28.0	28.8	25.7	27.1	34.9	36.5
4 and 5 members	40.3	40.2	38.7	37.8	27.3	27.7	25.5	26.9	34.4	36.0
6 and over	39.1	41.0	37.7	37.9	28.3	28.6	24.4	26.2	33.2	35.2

Continued

Table 9.--Canned juices: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable combination	
	Oct.- : April- : March :	Oct.- : April- : March :	Oct.- : April- : March :	Oct.- : April- : March :	Oct.- : April- : March :	Oct.- : April- : March :	Oct.- : April- : March :	Oct.- : April- : March :	Oct.- : April- : March :	Oct.- : April- : March :
United States	40.0	39.6	38.6	38.0	27.8	28.5	25.4	26.9	34.4	36.2
Presence of children										
No children	40.3	40.2	39.0	38.3	28.1	29.3	25.6	27.2	34.6	36.1
Under 6 years	38.9	38.2	38.1	37.4	27.1	27.7	25.2	26.5	35.2	35.4
6-12 years	39.4	40.7	38.7	38.1	27.7	28.1	25.2	26.6	33.9	36.2
13-20 years	40.5	40.6	38.5	38.0	27.8	27.8	25.3	26.6	33.3	37.0
Occupation of family head										
Executive, professional	40.4	41.1	38.7	38.2	27.8	28.3	25.3	26.9	35.4	36.2
Clerical, sales, service	41.4	38.8	38.6	37.6	27.8	29.2	25.5	27.2	35.3	35.8
Craftsman, laborer	38.8	39.8	38.4	37.9	27.8	28.1	25.4	26.7	32.6	36.4
Farmer	42.7	43.4	40.8	40.4	29.5	30.1	25.2	27.2	35.2	36.9
Unclassified	39.2	37.2	38.1	37.5	27.1	28.1	25.0	26.2	34.8	36.1
Education of family head										
Grammar school	40.6	40.1	38.9	38.1	27.6	28.2	25.3	26.9	32.7	36.2
Some high school	38.6	39.9	38.6	38.1	28.0	28.8	25.6	27.1	35.7	36.5
Some college	40.9	38.6	38.4	37.8	27.8	28.9	25.2	26.6	34.9	35.9
Age of housewife										
Under 35 years	39.1	37.5	38.1	37.6	27.8	28.1	25.6	27.2	35.5	34.6
35-44 years	40.3	40.6	38.5	38.0	27.3	28.0	25.7	26.5	33.1	36.7
45 years and over	40.2	40.2	38.9	38.3	28.1	29.1	25.1	27.0	34.9	36.5

1/ Per 46-ounce can, except lemon juice, per 5 $\frac{1}{2}$ -6-ounce can; apple, grape, and prune juices, per 32-ounce bottle.

National Consumer Panel of Industrial Surveys Company

Table 10.--Canned juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/

Item	Orange		Grapefruit		Orange-gpft. blend		Tangerine		Lemon		Apple	
	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:	Oct.-: Mar.:	Apr.-: Sept.:
Cases 2/												
United States	262	222	133	129	77	78	11	22	6	11	49	53
Geographic region												
Northeast	295	283	156	154	117	109	19	38	8	15	69	77
North Central	295	233	99	100	76	91	11	23	8	15	46	43
South	230	191	105	86	33	36	7	12	2	3	17	26
Mountain and Southwest	246	177	178	141	43	48	3	8	3	4	16	41
Pacific	144	109	192	226	85	63	3	7	6	11	99	89
Size of community												
Farm	189	152	78	66	34	43	4	10	3	7	8	13
City (Population)												
Under 10,000	309	253	122	121	70	74	9	14	4	7	25	28
10,000-99,999	243	215	129	113	95	85	8	29	10	11	32	42
100,000-499,999	269	187	183	186	89	97	15	45	3	11	42	65
500,000 and over	276	260	169	172	101	99	18	28	10	18	111	111
Family income												
Upper	323	242	145	151	94	93	14	28	7	16	81	86
Upper middle	274	236	130	142	80	86	14	21	7	11	47	48
Lower middle	270	268	122	100	79	71	8	18	5	8	40	44
Lower	186	145	136	123	55	63	9	21	5	9	27	36
Size of family												
1 and 2 members	172	155	161	162	62	72	7	24	6	11	23	26
3 members	213	178	123	130	74	65	10	14	5	8	47	55
4 and 5 members	337	283	131	113	97	98	14	24	7	11	71	78
6 and over	351	290	93	92	55	58	12	28	5	14	44	43

Continued



Table 10.--Canned juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/--Continued

Item	Orange		Grapefruit		Orange-graft blend		Tangerine		Lemon		Apple	
	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-
	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.
United States	262	222	133	129	77	78	11	22	6	11	49	53
Presence of children												
No children	208	177	158	153	78	86	8	25	7	11	24	29
Under 6 years	261	213	76	70	60	54	11	18	4	11	71	89
6-12 years	337	264	108	95	69	62	15	24	6	12	69	79
13-20 years	311	267	130	123	80	89	14	22	6	12	50	47
Occupation of family head												
Executive, professional	341	273	160	165	116	94	13	26	8	14	111	111
Clerical, sales, service	290	245	176	158	87	106	16	35	7	11	58	55
Graftsman, laborer	257	226	116	122	75	74	10	21	7	12	35	48
Farmer	199	156	61	60	33	39	4	11	2	6	8	14
Unclassified	180	177	183	144	60	66	6	10	6	8	39	40
Education of family head												
Grammar school	219	186	122	125	65	73	7	14	5	9	29	28
Some high school	300	251	125	118	78	82	14	26	7	12	46	55
Some college	306	263	173	158	105	86	16	36	7	12	103	115
Age of housewife												
Under 35 years	243	187	66	70	58	48	13	18	3	10	51	67
35-44 years	289	228	128	107	84	71	12	27	6	9	58	72
45 years and over	255	232	163	163	80	93	9	21	7	12	42	38

Continued

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families, including those that did not make any purchases during the 6-month period.

2/ Equivalent cases of No. 2 cans, 432 ounces per case.

Table 10.---Canned juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/---Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable : combination :		All canned juices 3/	
	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--
	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.
	Cases 2/											
United States	26	32	146	150	66	64	253	237	30	28	1,115	1,083
Geographic region												
Northeast	22	34	256	250	122	123	344	319	39	32	1,554	1,546
North-Central	23	26	86	96	49	41	189	193	26	27	949	933
South	19	21	74	75	25	23	155	133	15	16	694	831
Mountain and Southwest	33	43	126	151	47	55	261	258	17	28	1,014	997
Pacific	51	55	180	188	50	55	390	335	62	51	1,322	1,231
Size of community												
Farm	14	14	56	65	20	21	110	110	8	7	536	523
City (Population)												
Under 10,000	18	24	101	104	44	40	191	179	21	21	952	910
10,000-99,999	30	28	123	130	67	56	292	278	36	44	1,100	1,066
100,000-499,999	45	45	168	194	86	78	347	277	33	43	1,301	1,264
500,000 and over	34	49	260	255	119	119	367	356	52	40	1,639	1,623
Family income												
Upper	34	37	136	182	81	76	344	330	48	46	1,440	1,384
Upper middle	24	26	148	179	69	78	263	239	35	28	1,146	1,141
Lower middle	22	33	155	143	67	65	217	217	20	18	1,062	1,039
Lower	23	30	98	101	45	39	191	166	17	23	823	785
Size of family												
1 and 2 members	29	27	105	111	50	58	192	179	28	27	859	891
3 members	23	30	135	147	85	80	224	222	33	35	1,022	1,011
4 and 5 members	24	35	182	177	69	61	315	287	34	29	1,357	1,264
6 and over	28	34	157	176	55	57	267	260	20	18	1,149	1,156

Continued

Table 10.--Canned juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/--Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable : combination :		All canned juices 3/	
	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--	Oct.--	Apr.--
	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.	Mar.	Sept.
United States	26	32	146	150	66	64	253	237	30	28	1,115	1,083
Presence of children												
No children	27	27	127	133	64	68	217	207	29	31	989	993
Under 6 years	23	37	170	164	68	69	273	250	34	29	1,153	1,081
6-12 years	24	30	166	175	62	54	289	255	34	28	1,249	1,150
13-20 years	23	33	150	156	51	48	286	269	24	21	1,182	1,152
Occupation of family head												
Executive, professional	24	38	205	219	69	61	406	376	56	54	1,596	1,505
Clerical, sales, service	29	31	166	177	80	88	271	269	36	35	1,283	1,271
Craftsman, laborer	27	32	160	155	80	74	253	226	26	24	1,107	1,084
Farmer	12	14	50	58	12	12	101	98	9	7	501	487
Unclassified	42	55	99	108	55	63	193	207	21	26	913	941
Education of family head												
Grammar school	24	24	122	116	61	58	204	193	21	17	927	899
Some high school	25	36	155	164	72	76	250	236	32	34	1,161	1,143
Some college	31	42	192	215	65	60	382	354	50	47	1,511	1,452
Age of housewife												
Under 35 years	26	36	134	149	54	56	261	224	23	25	989	932
35-44 years	24	35	173	170	73	74	263	251	36	26	1,212	1,130
45 years and over	27	28	135	140	66	61	244	234	31	32	1,109	1,114

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families, including those that did not make any purchases during the 6-month period.

2/ Equivalent cases of No. 2 cans, 432 ounces per case.

3/ Includes purchases of other canned juices.

National Consumer Panel of Industrial Surveys Company



Table 11.--Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All		Tangerines	
	oranges		oranges		oranges/oranges/		oranges/		oranges			
	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Percent											
United States	53.9	51.9	48.2	33.3	4.2	28.1	82.3	69.8	31.1	2/		
Geographic region												
Northeast	60.4	62.3	66.8	55.7	1.3	33.1	86.4	80.4	48.3	2.0		
North Central	65.3	62.0	46.9	29.7	4.5	28.8	84.5	75.0	32.9	2/		
South	20.7	18.2	56.1	28.7	2.9	21.9	76.3	48.4	20.8	2/		
Mountain and Southwest	48.9	43.6	18.9	18.1	18.1	27.8	77.2	63.6	11.4	1.1		
Pacific	74.1	68.8	7.2	2.4	2/	24.2	81.0	72.4	14.4	1.2		
Size of community												
Farm	35.7	33.0	38.6	19.5	4.5	24.3	74.9	54.5	17.1	2/		
City (Population)												
Under 10,000	47.6	44.6	43.4	27.2	3.6	28.5	79.9	64.9	26.8	2/		
10,000-99,999	57.7	57.8	50.7	39.0	4.9	28.3	87.1	76.2	30.8	2/		
100,000-499,999	60.4	54.7	52.7	39.6	10.1	27.5	86.3	74.9	31.9	1.2		
500,000 and over	69.1	69.6	54.3	44.9	2.3	30.7	86.3	81.4	45.4	1.9		
Family income												
Upper	57.5	55.3	50.6	37.5	3.0	27.4	85.5	74.3	36.0	2/		
Upper middle	55.4	55.7	49.8	33.3	4.7	30.2	85.8	73.3	34.7	2/		
Lower middle	54.1	52.4	49.2	33.0	4.2	30.6	81.2	70.3	32.5	1.2		
Lower	48.6	44.5	43.5	29.8	5.0	24.4	77.0	61.7	21.5	2/		
Size of family												
1 and 2 members	52.3	49.4	44.5	32.0	4.3	24.9	78.1	66.0	21.9	1.2		
3 members	52.7	51.1	48.4	34.0	4.8	29.5	82.6	71.7	31.6	1.1		
4 and 5 members	57.7	55.7	52.8	36.0	3.8	30.4	85.5	73.9	38.2	2/		
6 and over	47.9	48.2	42.9	27.1	4.1	26.4	82.0	63.0	30.4	2/		

Continued

Table 11.—Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949–March 1950 and April–September 1950—Continued

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All		Tangerines	
	oranges		oranges		oranges		oranges		oranges		oranges	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
United States	53.9	51.9	48.2	33.3	4.2	28.1	82.3	69.8	31.1	2/		
Presence of children												
No children	53.1	50.0	47.0	32.9	4.4	26.5	79.6	67.8	26.2	1.1		
Under 6 years	55.8	55.7	50.5	35.9	4.6	30.4	84.6	72.2	34.0	2/		
6-12 years	55.9	55.3	49.5	34.5	4.3	30.0	85.4	72.5	36.4	2/		
13-20 years	52.3	49.3	47.6	30.3	3.7	27.0	84.2	67.4	34.3	2/		
Occupation of family head												
Executive, professional	62.1	60.7	54.9	39.9	4.9	30.5	88.0	79.2	37.4	1.2		
Clerical, sales, service	54.5	54.0	50.7	37.4	4.4	29.3	82.2	72.2	33.6	2/		
Craftsman, laborer	57.5	55.8	48.7	34.9	3.7	28.3	83.3	72.1	34.7	1.1		
Farmer	36.3	33.3	38.4	18.1	4.7	23.7	75.9	53.7	17.5	2/		
Unclassified	52.2	48.6	45.3	33.0	4.2	28.1	79.1	66.7	21.9	2/		
Education of family head												
Grammar school	49.2	46.7	45.4	28.7	3.7	26.5	79.3	64.5	27.6	2/		
Some high school	56.5	54.4	48.3	34.6	4.2	29.8	84.1	72.2	34.2	2/		
Some college	60.9	60.8	55.2	43.2	5.5	29.2	86.5	79.1	34.4	2/		
Age of housewife												
Under 35 years	51.8	53.2	46.3	32.1	4.3	29.2	80.3	70.7	31.0	2/		
35-44 years	54.3	54.1	50.2	34.2	4.6	29.4	84.8	71.7	37.1	2/		
45 years and over	54.4	50.2	47.9	33.3	4.0	27.0	81.6	68.4	27.7	2/		

Continued

1/ Comparable data not available for October 1949–March 1950.  
2/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company

Table 11.--Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Cal-Ariz: Florida: Texas: Uniden:		All		Lemons		Limes		All fresh	
	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: April: Oct.-	: April: Oct.-	: April: Oct.-	: April: Oct.-	: April: Oct.-	: citrus
	: April-	: April-	: April-	: April-	: March: Sept.	: March: Sept.	: March: Sept.	: March: Sept.	: March: Sept.	: March: Sept.
	Percent									
United States	9.7	16.7	6.9	18.3	56.9	36.5	53.2	64.3	1.6	6.4
Geographic region										
Northeast	8.9	30.3	2.8	24.5	63.6	46.4	56.1	69.0	1.6	6.3
North Central	7.4	12.3	12.3	20.1	62.9	35.3	48.6	64.4	1.1	8.6
South	1.9	14.4	2.8	11.2	40.2	23.7	52.6	50.6	1.8	4.4
Mountain and Southwest	9.2	6.0	13.5	12.9	50.8	28.7	55.6	62.5	1.7	8.3
Pacific	37.9	5.2	3.3	14.2	59.4	45.8	58.2	59.7	2.9	2.1
Size of community										
Farm	4.4	8.1	5.1	11.3	42.3	22.4	42.2	56.6	2/	2.7
City (Population)										
Under 10,000	6.6	11.3	6.2	18.4	53.0	31.3	49.0	59.5	1.4	4.0
10,000-99,999	11.4	19.0	7.4	18.1	61.7	38.4	56.7	71.1	1.6	7.6
100,000-499,999	11.2	19.8	12.4	21.0	62.6	42.6	61.3	73.4	3.0	13.3
500,000 and over	15.5	26.2	6.7	22.6	67.0	49.1	60.8	88.6	2.4	8.8
Family income										
Upper	10.2	20.1	9.3	23.5	66.3	44.4	58.8	70.5	2.0	9.2
Upper middle	12.6	18.2	6.3	20.9	60.9	39.7	55.5	67.8	1.9	6.8
Lower middle	8.0	14.7	5.8	10.4	54.5	32.2	52.0	61.8	1.4	5.8
Lower	8.2	13.8	6.1	12.7	46.3	30.2	46.8	57.7	1.4	4.1
Size of family										
1 and 2 members	12.6	19.6	9.7	18.4	60.1	41.1	55.1	64.7	2.0	6.7
3 members	8.0	15.4	7.4	17.9	56.8	35.8	53.4	64.8	2.2	7.0
4 and 5 members	9.1	17.1	5.2	19.8	58.5	37.0	55.2	66.6	1.3	6.2
6 and over	8.0	10.9	3.6	14.3	44.2	24.7	41.9	55.7	2/	5.3

Continued



Table 11.--Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Cal.-Ariz.		Florida		Texas		Uniden.		All		Lemons		Limes		All fresh	
	gpft. 1/		gpft. 1/		gpft. 1/		gpft. 1/		gpft. 1/		gpft. 1/		gpft. 1/		gpft. 1/	
	April-	Sept.	April-	Sept.	April-	Sept.	April-	Sept.	April-	Sept.	April-	Sept.	April-	Sept.	April-	Sept.
United States	9.7	16.7	6.9	18.3	56.9	36.5	53.2	64.3	1.6	6.4	88.9	82.8				
Presence of children																
No children	12.0	20.2	9.4	20.1	60.3	42.0	57.2	66.3	2.1	6.6	87.9	83.0				
Under 6 years	8.9	13.1	4.3	18.6	52.5	32.8	47.2	60.3	1.6	6.0	89.4	82.7				
6-12 years	8.0	13.6	5.4	14.6	54.1	30.6	49.5	63.9	1.3	6.5	90.7	83.5				
13-20 years	7.3	13.6	4.6	16.4	54.0	30.8	50.7	62.7	1.4	6.4	88.8	80.3				
Occupation of family head																
Executive, professional	12.5	24.0	10.6	27.5	72.5	50.1	66.7	73.5	4.0	11.6	93.9	89.8				
Clerical, sales, service	10.4	21.4	8.3	20.7	51.3	42.8	58.7	68.8	2.2	7.8	89.4	85.1				
Craftsman, laborer	9.4	15.0	5.0	16.3	53.7	33.4	48.0	60.8	2/	5.5	89.4	82.7				
Farmer	4.5	7.1	4.5	11.2	41.5	21.6	41.5	55.4	2/	2.4	82.8	72.5				
Unclassified	14.6	16.3	8.7	16.7	57.8	36.5	57.2	68.1	1.9	4.9	86.9	83.3				
Education of family head																
Grammar school	6.8	12.6	5.4	15.8	49.4	29.8	47.6	59.1	2/	3.7	86.0	78.4				
Some high school	11.3	17.9	9.3	18.7	58.7	38.7	54.5	66.0	1.4	7.3	90.5	84.7				
Some college	14.4	24.6	11.7	24.1	72.8	49.8	65.2	74.8	4.7	12.0	93.3	90.5				
Age of housewife																
Under 35 years	8.7	12.0	3.2	15.5	49.2	28.9	42.9	57.9	2/	7.0	87.1	80.8				
35-44 years	8.8	14.7	5.2	16.3	56.5	33.2	52.3	64.6	1.8	7.4	90.2	83.2				
45 years and over	10.6	19.5	9.1	20.4	60.1	41.1	57.8	66.6	1.8	5.7	88.8	83.2				

1/ Comparable data not available for October 1949-March 1950.

2/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company

Table 12.--Fresh citrus fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Calif.-Ariz. :		Florida :		Texas :		Uniden. :		All :		Tangerines :	
	oranges :		oranges :		oranges/ :		oranges/ :		oranges :		oranges :	
	Oct.- : March :	Apr.- : Sept. :	Oct.- : March :	Apr.- : Sept. :	Oct.- : Sept. :	Apr.- : Sept. :	Oct.- : Sept. :	Apr.- : Sept. :	Oct.- : March :	Sept. :	Oct.- : March :	Apr.- : Sept. :
----- Number -----												
United States	5.5	6.3	6.3	5.3	2.5	3.5	9.4	8.8	3.1	2/		
Geographic region												
Northeast	5.4	6.8	8.1	6.5	2.3	3.8	11.9	11.4	3.8	1.5		
North Central	5.6	6.3	4.9	4.3	1.6	3.2	8.7	8.2	2.6	2/		
South	2.6	3.4	0.1	4.4	1.7	3.9	7.7	5.7	2.4	2/		
Mountain and Southwest	5.2	5.4	1.9	3.0	3.5	3.1	7.7	6.9	2.0	1.3		
Pacific	7.4	7.5	1.8	2.6	2/	3.1	8.3	8.3	1.9	1.3		
Size of community												
Farm	3.6	4.4	4.3	3.5	2.2	2.8	6.0	5.3	2.3	2/		
City (Population)												
Under 10,000	4.7	5.3	5.7	4.6	2.9	3.7	8.1	7.4	2.4	2/		
10,000-99,999	5.3	5.8	6.2	4.7	1.6	3.6	9.4	8.3	2.9	2/		
100,000-499,999	5.5	7.0	6.6	4.8	3.3	4.1	10.4	9.6	2.6	1.3		
500,000 and over	6.8	7.7	7.0	6.6	1.7	3.5	12.3	11.6	3.8	1.4		
Family income												
Upper	5.9	6.1	6.5	5.2	1.9	3.6	9.7	8.6	3.1	2/		
Upper middle	5.8	6.5	6.5	5.2	2.5	3.2	9.6	8.8	3.0	2/		
Lower middle	5.4	6.8	7.0	6.2	1.7	3.9	10.1	9.8	3.4	1.5		
Lower	4.9	5.9	5.1	4.4	3.3	3.2	8.0	8.0	2.8	2/		
Size of family												
1 and 2 members	5.1	6.1	6.6	5.1	2.7	2.9	8.9	8.3	2.2	1.3		
3 members	5.0	6.0	6.6	5.5	2.0	3.2	9.1	8.4	3.0	1.1		
4 and 5 members	5.9	6.7	6.1	5.1	2.2	3.9	10.0	9.3	3.3	2/		
6 and over	6.1	6.4	5.8	5.8	3.6	4.0	9.1	9.3	3.8	2/		
----- Continued -----												

Table 12.--Fresh citrus fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All		Tangerines	
	oranges		oranges		oranges		oranges		oranges		oranges	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
United States	5.5	6.3	6.3	5.3	2.5	3.5	9.4	8.8	3.1	2/		
Presence of children												
No children	5.3	6.3	6.6	5.4	2.7	3.2	9.3	8.7	2.7	1.2		
Under 6 years	5.0	6.7	6.4	5.3	2.0	3.7	9.8	9.5	3.0	2/		
6-12 years	5.7	6.5	6.2	5.2	2.3	3.4	9.5	8.9	3.3	2/		
13-20 years	5.7	6.3	5.7	5.0	2.0	3.7	8.8	8.4	3.5	2/		
Occupation of family head												
Executive, professional	5.8	6.6	8.0	5.9	2.5	3.8	11.0	9.6	2.9	1.0		
Clerical, sales, service	5.7	6.7	7.7	6.2	2.0	3.4	10.9	9.7	3.3	2/		
Craftsman, laborer	5.9	6.7	5.7	5.1	2.4	3.7	9.4	9.3	3.3	1.3		
Farmer	3.7	4.3	4.0	3.5	2.4	2.8	5.9	5.3	2.4	2/		
Unclassified	4.4	5.0	5.1	3.6	4.1	3.5	7.8	7.6	2.1	2/		
Education of family head												
Grammar school	5.4	6.2	5.5	5.0	2.8	3.3	8.5	8.2	3.0	2/		
Some high school	5.5	6.3	6.3	5.1	2.6	3.7	9.6	8.8	3.1	2/		
Some college	5.7	6.8	8.1	6.1	1.7	3.5	11.1	10.0	3.1	2/		
Age of housewife												
Under 35 years	5.5	6.0	5.3	4.6	2.0	3.8	8.8	8.3	3.2	2/		
35-44 years	5.7	6.7	6.3	5.3	2.8	3.9	9.7	9.3	3.4	2/		
45 years and over	5.4	6.3	6.7	5.5	2.4	3.1	9.4	8.7	2.8	2/		

Continued

1/ Comparable data not available for October 1949-March 1950.

2/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company.



Table 12.--Fresh citrus fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	All										All fresh	
	Cal., Ariz.	Fla.	Texas	Uniden.	grapefruit	Lemons	Limes	citrus				
	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/	: gft. 1/
	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-
	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.
	Number											
United States	3.0	3.9	3.0	2.8	6.7	4.6	4.3	5.5	1.4	1.8	16.6	13.9
Geographic region												
Northeast	1.9	4.8	2.4	2.9	7.7	5.2	4.6	5.7	1.4	1.8	21.2	17.7
North Central	1.8	2.9	3.2	3.0	6.3	4.2	3.7	4.3	1.1	1.4	15.4	12.2
South	2.4	2.9	3.0	3.1	6.3	3.8	4.5	7.2	1.5	2.8	13.7	11.5
Mountain and Southwest	3.0	3.6	2.9	2.0	5.9	4.0	4.3	6.1	1.2	1.9	13.4	12.1
Pacific	4.6	2.4	1.7	2.0	6.1	4.8	4.3	5.3	2.0	1.6	14.9	13.8
Size of community												
Farm	2.2	3.0	3.2	3.1	4.5	3.8	3.8	5.2	2/	1.4	10.3	9.2
City (Population)												50
Under 10,000	2.6	3.8	2.5	2.9	6.0	4.1	3.5	5.1	1.5	1.8	13.8	11.6
10,000-99,999	2.4	3.6	2.1	2.8	6.4	4.2	3.8	5.1	1.5	2.0	16.3	13.4
100,000-499,999	2.8	2.8	3.4	2.5	7.8	4.3	4.4	6.0	1.2	1.8	19.1	15.7
500,000 and over	3.5	4.6	3.4	2.8	8.0	5.3	5.3	6.2	1.5	1.7	22.7	18.4
Family income												
Upper	3.3	3.9	3.0	3.0	7.1	4.7	4.3	5.6	1.5	2.0	18.1	14.5
Upper middle	2.5	4.1	2.9	2.5	6.8	4.5	4.5	5.8	1.5	1.6	17.5	14.5
Lower middle	2.9	3.7	3.2	2.8	6.6	4.4	4.2	5.4	1.2	1.5	17.1	14.2
Lower	3.2	3.8	2.8	3.2	6.0	4.5	4.1	5.4	1.5	1.9	13.7	12.3
Size of family												
1 and 2 members	3.4	4.4	2.7	2.9	7.4	5.1	4.8	5.8	1.4	1.5	16.8	13.9
3 members	2.6	4.1	3.0	2.9	6.5	4.4	4.3	5.8	1.4	2.3	16.1	13.8
4 and 5 members	2.8	3.4	3.6	2.7	6.5	4.2	4.0	5.2	1.5	1.6	17.4	14.1
6 and over	2.5	3.4	1.8	2.8	5.3	4.2	3.7	5.4	2/	1.7	14.8	13.2

Continued



Table 13.—Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949–March 1950 and April–September 1950

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All		Tangerines	
	oranges	oranges	oranges	oranges	oranges	oranges	oranges	oranges	oranges	oranges	oranges	oranges
	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-	Oct.-	Apr.-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Dozens											
United States	5.38	5.82	7.26	4.97	1.94	2.97	9.97	8.02	2.90	2/		
Geographic region												
Northeast	4.80	6.15	8.99	6.24	1.94	3.17	12.17	10.42	3.35	1.48		
North Central	5.25	5.63	5.59	4.06	1.44	2.82	8.84	7.43	2.62	2/		
South	2.66	2.70	7.46	3.78	1.17	2.94	8.99	4.66	2.62	2/		
Mountain and Southwest	5.07	4.74	2.34	2.41	2.51	2.43	8.49	5.71	2.05	1.52		
Pacific	9.15	8.02	2.34	1.82	2/	3.45	9.97	8.87	2.02	1.36		
Size of community												
Farm	3.90	4.13	5.78	3.66	1.75	2.41	7.40	5.03	2.97	2/		
City (Population)												
Under 10,000	4.87	4.66	6.54	4.26	2.01	3.04	8.62	6.58	2.47	2/		
10,000-99,999	5.10	5.22	7.48	4.58	1.33	3.14	10.22	7.55	2.90	2/		
100,000-499,999	4.97	6.54	7.54	4.36	2.90	3.97	11.13	8.94	2.31	1.90		
500,000 and over	6.53	7.09	8.38	6.15	1.34	2.67	12.28	10.58	3.29	1.26		
Family income												
Upper	6.43	5.90	8.04	5.13	1.93	3.29	11.25	8.28	2.88	2/		
Upper middle	5.61	6.26	7.36	4.95	1.69	2.83	10.15	8.28	2.73	2/		
Lower middle	4.81	6.05	7.77	5.83	1.50	3.20	10.21	8.73	3.26	1.35		
Lower	4.55	4.95	5.69	3.84	2.55	2.53	8.13	6.64	2.68	2/		
Size of family												
1 and 2 members	4.34	4.89	6.65	4.24	1.96	2.15	8.16	6.66	1.99	1.22		
3 members	4.57	5.37	7.48	5.14	1.60	2.78	9.30	7.52	2.56	.96		
4 and 5 members	6.03	6.34	7.19	4.96	1.92	3.45	10.96	8.71	3.14	2/		
6 and over	7.50	7.35	8.54	6.72	2.79	3.67	12.28	10.24	4.30	2/		

Continued



Table 13.---Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950---Continued

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All oranges		Tangerines	
	oranges		oranges		oranges		oranges		oranges		oranges	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
Dozens												
United States	5.38	5.82	7.26	4.97	1.94	2.97	9.97	8.02	2.90	2/		
Presence of children												
No children	4.63	5.28	6.87	4.71	2.04	2.50	8.93	7.20	2.36	1.32		
Under 6 years	6.05	6.70	7.86	5.60	1.84	3.39	11.43	0.50	2.79	2/		
6-12 years	6.20	6.63	7.79	5.37	2.01	2.95	11.11	8.94	3.38	2/		
13-20 years	5.91	6.00	7.20	4.94	2.04	3.26	10.09	8.02	3.66	2/		
Occupation of family head												
Executive, professional	6.04	6.20	9.21	5.68	2.02	3.38	12.20	9.04	2.59	.83		
Clerical, sales, service	5.26	5.61	8.09	5.68	1.48	2.74	10.83	8.34	2.83	2/		
Craftsman, laborer	5.77	5.45	6.67	4.87	2.15	3.25	9.92	8.74	3.19	1.38		
Farmer	4.02	4.21	5.49	3.60	1.94	2.36	7.29	5.04	3.05	2/		
Unclassified	4.08	4.52	5.82	3.06	2.26	2.53	7.80	6.02	2.06	2/		
Education of family head												
Grammar school	5.20	5.65	6.51	4.76	2.13	2.79	9.02	7.48	2.97	2/		
Some high school	5.41	5.77	7.05	4.81	1.95	3.13	10.08	8.05	2.90	2/		
Some college	5.72	6.27	9.13	5.55	1.62	3.11	11.97	9.11	2.78	2/		
Age of housewife												
Under 35 years	5.80	6.31	6.59	4.62	1.78	3.42	10.03	8.37	2.88	2/		
35-44 years	5.81	6.22	7.50	5.19	2.14	3.49	10.68	8.74	3.28	2/		
45 years and over	4.98	5.10	7.35	4.96	1.88	2.48	9.52	7.47	2.62	2/		

Continued

1/ Comparable data not available for October 1949-March 1950.

2/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company

Table 13.--Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950--Continued

Item	Cal.-Ariz., Florida, Texas; Uniden.		All grapefruit		Lemons		Limes		All fresh citrus	
	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.	: gft. l./: April-: Sept.
United States	1.05	1.10	.93	.78	2.26	1.35	1.84	2.96	.76	1.11 12.81 9.76
Geographic region										
Northeast	.61	1.27	.64	.73	2.16	1.37	1.73	2.60	.51	.82 15.62 12.34
North Central	.63	.96	.95	.85	2.41	1.29	1.34	2.08	.63	.81 11.56 8.59
South	.63	.85	.99	.89	2.03	1.11	2.42	4.72	.95	2.41 11.56 7.73
Mountain and Southwest	.98	.96	1.09	.52	2.54	1.26	2.17	3.30	.72	1.27 10.84 7.87
Pacific	1.70	.76	.58	.70	2.15	1.75	2.07	3.08	1.12	1.13 12.34 11.01
Size of community										
Farm	1.12	1.09	1.47	1.00	2.03	1.45	2.10	3.47	2/	.90 9.50 6.89
City (Population)										
Under 10,000	1.03	1.17	.73	.89	2.17	1.30	1.57	2.77	.81	1.28 10.87 8.07
10,000-99,999	.73	.96	.55	.69	2.03	1.13	1.53	2.61	.49	1.15 12.75 9.27
100,000-499,999	.67	.78	.97	.61	2.60	1.12	1.98	3.32	.77	1.46 14.43 11.33
500,000 and over	1.24	1.21	.98	.69	2.42	1.48	2.02	2.83	.79	.88 16.22 12.71
Family income										
Upper	1.29	1.11	.82	.84	2.46	1.42	1.78	2.99	.67	1.11 14.49 10.33
Upper middle	.80	1.08	.90	.70	2.20	1.26	1.86	3.01	.88	1.08 13.17 10.24
Lower middle	1.11	1.14	1.12	.78	2.32	1.39	1.85	2.90	.70	1.19 13.12 10.22
Lower	1.06	1.07	.95	.79	1.98	1.31	1.89	2.91	.79	1.01 10.31 8.12
Size of family										
1 and 2 members	1.11	1.24	.71	.82	2.34	1.46	2.14	2.90	.76	.87 10.83 8.46
3 members	.78	1.10	.94	.70	2.12	1.19	1.80	3.06	.77	1.46 11.94 9.49
4 and 5 members	1.05	.96	1.32	.77	2.31	1.30	1.62	2.74	.61	.97 14.04 10.35
6 and over	1.33	1.15	.62	.86	2.14	1.52	1.90	3.63	2/	1.41 15.45 11.83

Continued

Table 13.—Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950—Continued

Item	Cal.-Ariz.: Florida: Texas: Uniden.:			All			Lemons			Limes			All fresh		
	: gpft. 1/ : gpft. 1/ : gpft. 1/ :			: grapefruit :			: April- : Oct. - : April- : Oct. - : April- : Oct. - :			: April- : Oct. - : April- : Oct. - :			: citrus		
	: April- : April- : April- :			: April- : April- : April- :			: March : Sept. : March :			: March : Sept. : March :			: Oct. - : Oct. - : Oct. - :		
	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :	: Sept. :
-- -- -- Dozens -- -- --															
United States	1.05	1.10	.93	.78	2.26	1.35	1.84	2.96	.76	1.11	12.81	9.76			
Presence of children															
No children	1.11	1.25	1.03	.83	2.46	1.55	2.16	3.13	.74	1.00	11.91	9.33			
Under 6 years	.90	.91	.83	.69	2.09	1.11	1.43	2.59	.71	1.12	13.88	10.72			
6-12 years	.97	.90	.73	.71	2.15	1.12	1.58	2.79	.76	1.04	13.96	10.41			
13-20 years	1.02	1.03	.88	.78	2.08	1.24	1.69	3.14	.99	1.43	13.23	9.79			
Occupation of family head															
Executive, professional	1.06	1.06	.72	.68	2.58	1.30	1.69	2.82	.81	1.09	15.69	11.16			
Clerical, sales, service	.72	1.12	.91	.69	2.36	1.25	1.95	3.11	.73	1.28	13.94	10.35			
Craftsman, laborer	1.19	1.17	.93	.81	2.11	1.40	1.78	2.83	2/	1.05	12.71	10.35			
Farmer	1.24	.93	1.89	1.03	2.13	1.50	2.08	3.38	2/	.93	9.44	6.79			
Unclassified	1.12	.99	.52	.88	1.95	1.42	1.80	2.64	.78	.84	10.12	7.65			
Education of family head															
Grammar school	1.09	1.11	1.02	.87	2.08	1.37	1.97	2.99	2/	1.05	11.57	8.99			
Some high school	1.05	1.06	.83	.66	2.13	1.25	1.71	2.83	.84	1.36	12.88	9.78			
Some college	.99	1.14	.93	.77	2.75	1.44	1.80	3.09	.71	.87	15.57	11.43			
Age of housewife															
Under 35 years	.84	.87	.74	.70	1.89	1.07	1.37	2.37	2/	1.18	12.01	9.51			
35-44 years	.94	1.13	.80	.63	2.18	1.19	1.60	2.74	.78	1.21	13.69	10.27			
45 years and over	1.16	1.14	1.00	.86	2.42	1.49	2.10	3.26	.71	1.00	12.59	9.56			

1/ Comparable data not available for October 1949-March 1950.

2/ Too few purchases reported for analysis.



Table 14.--Fresh citrus fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All		Tangerines	
	oranges		oranges		oranges		oranges		oranges			
	Oct.-	Sept.	Oct.-	Sept.	Oct.-	Sept.	Oct.-	Sept.	Oct.-	Sept.	Oct.-	Sept.
United States	42.9	45.6	37.2	47.1	47.5	45.4	39.3	46.0	31.1	2/		
Geographic region												
Northeast	44.7	47.0	38.8	46.5	51.3	46.7	40.5	46.8	31.8	34.5		
North Central	44.8	46.7	36.8	48.7	43.5	46.3	41.0	47.0	31.1	2/		
South	41.0	48.1	34.3	45.7	44.3	44.8	35.5	46.0	29.0	2/		
Mountain and Southwest	46.5	48.2	35.3	52.8	48.5	48.5	39.2	48.8	34.5	30.9		
Pacific	36.2	38.7	38.4	50.7	2/	36.3	36.4	38.6	27.0	18.5		
Size of community												
Farm	42.8	47.5	36.4	47.0	48.4	45.0	38.1	46.9	30.7	2/		
City (Population)												
Under 10,000	46.0	49.6	37.5	48.8	46.2	47.3	41.0	48.9	32.9	2/		
10,000-99,999	43.6	47.0	36.8	49.1	46.7	47.0	39.3	47.7	32.9	2/		
100,000-499,999	41.9	43.9	36.1	47.2	47.1	44.8	37.5	45.0	31.9	40.6		
500,000 and over	41.3	43.4	37.7	45.8	51.3	43.3	39.2	44.2	29.9	26.7		
Family income												
Upper	43.2	46.3	37.3	47.4	52.6	45.6	39.8	46.6	32.2	2/		
Upper middle	43.5	45.2	37.6	47.7	51.1	44.5	39.7	45.8	31.4	2/		
Lower middle	43.2	45.4	37.1	46.2	45.8	46.2	39.2	45.8	31.1	36.7		
Lower	41.1	45.5	36.4	47.2	44.1	45.2	38.1	45.9	29.1	2/		
Size of family												
1 and 2 members	43.6	47.0	38.6	48.8	50.8	48.4	40.7	47.8	31.5	32.9		
3 members	44.4	46.2	36.9	47.4	52.4	45.4	39.2	46.6	32.4	39.3		
4 and 5 members	42.3	45.3	37.1	46.7	42.7	44.3	39.2	45.5	31.2	2/		
6 and over	41.5	42.8	35.1	44.7	44.4	45.0	37.6	43.7	29.1	2/		

Continued

Table 14.---Fresh citrus fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950---Continued

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All oranges		Tangerines	
	oranges		oranges		oranges		oranges		oranges		oranges	
	Oct.	April	Oct.	April	Oct.	April	Oct.	April	Oct.	April	Oct.	April
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Cents per dozen											
United States	42.9	45.6	37.2	47.1	47.5	45.4	39.3	46.0	31.1	2/		
Presence of children												
No children	43.7	46.8	38.1	48.3	48.9	47.8	40.4	47.4	32.4	37.2		
Under 6 years	40.8	42.7	36.7	46.0	44.3	42.4	37.9	43.7	30.8	2/		
6-12 years	41.4	43.6	36.2	45.9	46.4	45.3	38.3	44.5	30.2	2/		
13-20 years	44.1	46.9	36.5	46.6	47.9	45.3	39.4	46.6	30.0	2/		
Occupation of family head												
Executive, professional	41.1	43.8	37.0	46.4	51.7	45.5	38.4	45.0	31.7	32.6		
Clerical, sales, service	44.5	48.1	37.3	46.7	48.8	45.9	39.6	47.3	32.6	2/		
Craftsmen, laborer	43.2	44.9	37.2	47.3	45.4	45.0	39.9	45.6	30.3	27.4		
Farmer	42.8	46.2	36.1	48.0	46.3	44.9	38.2	46.4	30.6	2/		
Unclassified	40.9	46.3	38.5	49.3	47.0	46.5	39.4	47.1	31.6	2/		
Education of family head												
Grammar school	44.0	47.0	37.0	47.0	46.6	45.1	39.8	46.7	31.1	2/		
Some high school	42.4	44.6	37.4	46.8	46.0	45.6	39.3	45.4	31.3	2/		
Some college	41.5	44.5	37.0	47.6	52.4	45.7	38.5	45.8	30.9	2/		
Age of housewife												
Under 35 years	40.9	42.4	36.6	47.1	42.9	44.2	38.0	43.9	31.3	2/		
35-44 years	42.4	45.2	36.8	45.6	47.5	44.5	38.9	45.2	30.4	2/		
45 years and over	44.0	47.3	37.6	48.0	49.3	46.9	40.1	47.5	31.8	2/		

Continued

1/ Comparable data not available for October 1949-March 1950.

2/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company

Table 14.---Fresh citrus fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949--March 1950 and April-September 1950---Continued

Item	:Calif.-Ariz.: Florida : Texas : Uniden.:				All				Lemons				Limes			
	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/	: gpft. 1/
	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-	: April-
	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.	: Sept.
	Cents per dozen															
United States	84.9	120.4	114.4	118.3	99.3	111.6	50.8	42.8	38.8	31.7						
Geographic region																
northeast	102.7	124.4	122.2	125.2	112.2	122.7	52.6	46.2	57.1	41.4						
North Central	95.4	115.0	116.4	116.8	91.3	114.1	63.0	48.6	47.8	35.5						
South	122.1	105.0	121.8	116.8	102.7	112.0	43.7	37.5	28.3	24.6						
Mountain and Southwest	86.5	136.1	103.2	131.8	95.4	109.6	47.0	41.8	28.9	24.1						
Pacific	76.0	136.3	117.5	82.0	85.8	80.7	44.9	37.8	33.4	33.6						
Size of community																
Farm	73.6	111.2	97.0	116.6	90.1	104.1	47.7	42.0	2/	33.7						
City (Population)																
Under 10,000	93.1	118.7	113.0	120.7	97.2	114.6	52.3	43.3	44.0	27.0						
10,000-99,999	98.4	120.4	127.1	126.1	100.6	118.5	53.9	43.7	45.9	36.9						
100,000-499,999	106.0	127.0	128.3	129.3	105.0	124.6	50.6	41.4	24.4	25.8						
500,000 and over	78.7	121.9	117.7	110.6	101.7	107.7	50.4	43.3	41.3	36.4						
Family income																
Upper	90.5	123.1	122.1	123.8	103.8	116.4	52.3	43.5	47.3	36.8						
Upper middle	84.6	123.3	117.6	112.1	99.9	111.6	52.6	43.2	37.1	28.7						
Lower middle	81.5	114.3	115.2	115.2	95.3	108.4	50.2	42.9	34.3	25.3						
Lower	80.7	119.5	99.9	120.4	95.8	108.3	47.5	41.4	35.2	35.2						
Size of family																
1 and 2 members	84.8	127.3	121.7	118.2	99.8	114.5	50.5	42.6	35.6	34.7						
3 members	89.6	120.8	117.0	119.3	100.4	115.2	50.3	42.7	38.4	30.2						
4 and 5 members	87.8	114.4	106.4	119.3	99.7	109.5	51.6	43.4	46.5	32.4						
6 and over	72.0	110.3	116.6	112.1	92.0	100.5	49.8	42.0	2/	28.0						

Continued



Table 14.—Fresh citrus fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950—Continued

Item	Cents per dozen									
	Calif.-Ariz.	Florida	Texas	Uniden.	All	grapefruit	Lemons	Limes		
	gpt. 1/2	gpt. 1/2	gpt. 1/2	gpt. 1/2	gpt. 1/2	gpt. 1/2	gpt. 1/2	gpt. 1/2	gpt. 1/2	gpt. 1/2
	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.
United States	84.9	120.4	114.4	118.3	99.3	111.6	50.8	42.8	38.8	31.7
Presence of children										
No children	88.6	123.5	113.1	118.5	99.6	113.5	50.0	42.3	37.4	33.0
Under 6 years	81.3	117.5	113.6	112.2	97.8	107.3	52.1	43.0	45.2	34.4
6-12 years	75.4	113.8	117.3	111.7	98.0	105.0	52.2	43.1	36.8	27.9
13-20 years	80.8	113.1	117.3	122.9	98.4	110.5	50.8	43.0	35.3	31.4
Occupation of family head										
Executive, professional	86.6	121.7	122.9	117.7	104.8	113.6	52.0	44.1	41.9	36.7
Clerical, sales, service	95.1	117.5	115.2	117.8	98.5	114.1	49.6	41.7	31.5	26.3
Craftsman, laborer	85.8	120.7	121.3	118.1	99.2	111.7	51.9	43.2	2/	31.2
Farmer	72.0	116.9	94.1	116.9	89.1	103.1	47.7	41.8	2/	35.6
Unclassified	75.6	129.3	126.3	124.0	98.8	110.5	52.2	43.8	37.1	34.6
Education of family head										
Grammar school	86.3	119.4	108.3	120.5	96.8	112.3	50.2	42.7	2/	31.9
Some high school	86.2	119.4	117.1	113.1	99.5	109.4	51.2	42.6	39.4	29.1
Some college	81.2	122.9	119.9	120.2	102.2	113.5	51.3	43.3	39.5	35.9
Age of housewife										
Under 35 years	77.7	117.9	117.3	107.8	97.8	104.8	52.3	42.7	2/	33.2
35-44 years	87.8	118.1	118.1	118.6	99.0	111.9	50.4	43.0	39.9	30.2
45 years and over	85.5	121.8	113.2	120.6	99.8	112.9	50.6	42.7	36.1	32.1

1/ Comparable data not available for October 1949-March 1950.

2/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company

Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All		Tangerines	
	oranges		oranges		oranges		oranges		oranges		oranges	
	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.
United States	2,899	3,024	3,500	1,655	82	836	8,203	5,597	903	3/		
Geographic region												
Northeast	2,901	3,831	6,010	3,477	24	1,051	10,508	8,383	1,615	29		
North Central	3,427	3,491	2,619	1,205	65	812	7,463	5,573	861	3/		
South	550	490	4,186	1,087	34	644	5,859	2,255	546	3/		
Mountain and Southwest	2,481	2,006	442	435	452	576	6,557	3,629	234	17		
Pacific	6,779	5,513	169	44	3/	836	8,076	5,424	290	16		
Size of community												
Farm	1,391	1,361	2,230	714	79	585	5,545	2,739	509	3/		
City (Population)												
Under 10,000	2,319	2,169	2,837	1,159	72	869	6,890	4,269	662	3/		
10,000-99,999	2,943	3,015	4,244	1,786	64	887	8,905	5,752	891	3/		
100,000-499,999	3,002	3,577	3,975	1,728	292	1,093	9,599	6,690	736	22		
500,000 and over	4,506	4,931	4,554	2,763	31	881	10,603	8,606	1,493	24		
Family income												
Upper	3,703	3,265	4,070	1,925	58	900	9,611	6,148	1,040	3/		
Upper middle	3,107	3,488	3,662	1,647	79	853	8,710	6,067	947	3/		
Lower middle	2,602	3,173	3,824	1,923	62	979	8,289	6,137	1,060	17		
Lower	2,208	2,202	2,476	1,145	127	618	6,265	4,092	576	3/		
Size of family												
1 and 2 members	2,270	2,418	2,959	1,356	84	534	6,376	4,392	434	14		
3 members	2,408	2,746	3,625	1,747	77	822	7,686	5,392	810	11		
4 and 5 members	3,480	3,531	3,794	1,785	74	1,048	9,363	6,438	1,200	3/		
6 and over	3,595	3,543	3,662	1,821	115	968	10,076	6,447	1,308	3/		

Continued

Table 15.—Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/—Continued

Item	Calif.-Ariz.		Florida		Texas		Uniden.		All oranges		Tangerines	
	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.	Oct.-March	April-Sept.
United States	2,899	3,024	3,500	1,655	82	836	8,203	5,597	903	3/		
Presence of children												
No children	2,457	2,642	3,231	1,550	89	664	7,107	4,945	619	15		
Under 6 years	3,379	3,736	3,967	2,014	84	1,031	9,674	6,865	950	3/		
6-12 years	3,466	3,666	3,851	1,854	86	879	3,479	6,485	1,232	2/		
13-20 years	3,089	2,956	3,429	1,497	75	881	8,494	5,409	1,257	2/		
Occupation of family head												
Executive, professional	3,754	3,761	5,055	2,264	100	1,032	10,735	7,157	969	10		
Clerical, sales, service	2,864	3,029	4,102	2,122	64	805	8,903	6,020	951	3/		
Craftsman, laborer	3,320	3,599	3,244	1,699	79	920	8,262	6,297	1,104	16		
Farmer	1,458	1,404	2,107	654	90	558	5,530	2,706	535	2/		
Unclassified	2,127	2,198	2,637	1,008	94	711	6,168	4,011	450	3/		
Education of family head												
Grammar school	2,558	2,639	2,959	1,365	79	740	7,155	4,823	822	3/		
Some high school	3,055	3,138	3,409	1,662	82	932	8,481	5,814	991	3/		
Some college	3,481	3,813	5,037	2,395	89	908	10,360	7,205	954	3/		
Age of housewife												
Under 35 years	3,002	3,357	3,053	1,484	75	998	8,051	5,914	891	3/		
35-44 years	3,155	3,363	3,766	1,777	100	1,026	9,056	6,266	1,218	2/		
45 years and over	2,710	2,713	3,520	1,652	75	671	7,768	5,111	726-	3/		

Continued

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families including those that did not make any purchases during the 6-month periods.

2/ Comparable data not available for October 1949-March 1950.

3/ Too few purchases reported for analysis.



Table 15.—Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949–March 1950 and April–September 1950 1/—Continued

Item	Dozens											
	Cal.-Ariz.: Florida: Texas: Uniden.:				All		Lemons		Limes		All fresh	
	: gft. 2/:		: gft. 2/:		: grapefruit		:		:		: citrus	
	: April-:	: Sept.:	: April-:	: Sept.:	: April-:	: Sept.:	: April-:	: Sept.:	: April-:	: Sept.:	: April-:	: Sept.:
United States	102	183	64	142	1,285	491	980	1,902	13	71	11,384	8,074
Geographic region												
Northeast	54	384	18	179	1,370	635	972	1,792	8	52	14,473	10,891
North Central	46	119	118	171	1,518	454	650	1,342	7	70	10,499	7,442
South	12	125	27	100	818	264	1,275	2,862	17	107	9,515	5,488
Mountain and Southwest	90	57	147	67	1,294	361	1,207	2,064	12	106	9,304	6,177
Pacific	644	40	19	100	1,278	803	1,205	1,840	32	24	10,831	9,107
Size of community												
Farm	49	89	75	113	861	326	835	1,956	3/	24	7,803	5,058
City (Population)												
Under 10,000	68	132	45	163	1,152	408	771	1,650	11	51	9,486	6,387
10,000-99,999	83	183	41	126	1,250	433	865	1,857	8	87	11,919	8,134
100,000-499,999	76	154	120	128	1,628	478	1,214	2,436	23	195	13,200	9,821
500,000 and over	193	316	66	155	1,622	730	1,230	1,938	19	77	14,967	11,375
Family income												
Upper	132	224	76	196	1,631	628	1,050	2,109	13	102	13,345	8,998
Upper middle	101	197	57	146	1,342	501	1,030	2,041	16	73	12,045	8,093
Lower middle	89	167	65	128	1,263	449	960	1,790	10	69	11,582	8,462
Lower	87	148	58	101	917	394	882	1,679	11	41	8,651	6,219
Size of family												
1 and 2 members	140	242	70	151	1,408	603	1,180	1,879	15	58	9,413	6,946
3 members	62	170	70	125	1,204	427	964	1,981	17	102	10,681	7,913
4 and 5 members	95	165	69	152	1,350	481	893	1,828	8	60	12,314	8,820
6 and over	106	125	22	123	947	376	796	2,024	3/	75	13,138	8,934
											Continued	

Continued

Table 15.—Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/—Continued

Item	Cal.-Ariz.: Florida; Texas; Union:										All fresh citrus			
	All grapefruit		Lemons		Limes		All fresh citrus		Dozens		Lemons		Limes	
	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.	April-Sept.			April-Sept.	April-Sept.	April-Sept.	April-Sept.
United States	102	183	64	142	1,285	491	980	1,902	13	71	11,384	8,074		
Presence of children														
No children	133	252	97	167	1,482	649	1,238	2,071	15	66	10,461	7,746		
Under 5 years	80	120	36	129	1,099	365	674	1,560	12	67	12,409	8,861		
6-12 years	77	124	39	104	1,162	344	781	1,783	9	67	12,663	8,694		
13-20 years	75	140	40	128	1,123	383	859	1,966	14	91	11,747	7,863		
Occupation of family head														
Executive, professional	132	254	76	187	1,871	649	1,130	2,077	32	127	14,737	10,020		
Clerical, sales, service	75	240	75	143	1,449	533	1,146	2,142	16	100	12,465	8,813		
Craftsmen, laborer	112	176	47	132	1,135	467	853	1,719	3/	57	11,360	8,556		
Farmer	56	66	85	116	885	323	862	1,872	3/	23	7,814	4,928		
Unclassified	164	161	45	147	1,128	517	1,031	1,796	14	41	8,791	6,372		
Education of family head														
Grammar school	74	142	55	138	1,027	409	936	1,765	3/	39	9,945	7,049		
Some high school	118	189	53	124	1,252	484	931	1,871	11	100	11,666	8,284		
Some college	143	281	108	185	1,999	717	1,176	2,311	34	104	14,523	10,345		
Age of housewife														
Under 35 years	73	104	24	109	929	310	588	1,372	3/	83	10,468	7,686		
35-44 years	83	167	42	103	1,230	395	837	1,773	14	90	12,355	8,541		
45 years and over	123	222	91	176	1,455	612	1,214	2,170	13	56	11,176	7,961		

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families including those that did not make any purchases during the 6-month periods.

2/ Comparable data not available for October 1949-March 1950.

3/ Too few purchases reported for analysis.

Table 16.-- Dried fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Prunes		Apricots		Mixed fruits		Peaches	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
United States	40.9	33.9	14.9	10.1	5.4	3.2	7.6	5.6
Geographic region								
Northeast	45.6	35.4	16.9	13.0	9.4	5.2	4.0	2.4
North Central	43.3	35.3	16.4	10.4	5.6	3.4	3.4	2.4
South	31.4	27.3	9.1	5.3	1.4	1.2	18.5	13.2
Mountain and Southwest	40.0	35.0	21.7	14.0	3.3	2.3	12.5	11.7
Pacific	40.1	34.2	9.2	6.7	3.2	1.8	3.7	3.3
Size of community								
Farm	30.4	26.7	9.4	6.1	3.1	2.0	7.7	8.0
City (Population)								
Under 10,000	37.8	31.8	14.8	9.3	3.1	2.0	8.9	6.1
10,000-99,999	48.4	40.5	16.7	12.4	5.2	2.5	6.5	4.4
100,000-499,999	40.9	38.5	19.2	11.8	5.2	2.7	12.6	8.0
500,000 and over	47.9	36.6	16.5	12.3	9.6	5.9	5.1	3.1
Family income								
Upper	46.4	35.4	21.6	13.2	6.3	4.1	8.5	4.5
Upper middle	42.3	32.6	14.4	10.7	6.0	2.6	8.0	5.0
Lower middle	39.4	34.5	12.8	8.9	4.8	3.0	7.3	6.3
Lower	35.6	33.0	10.9	8.0	4.5	3.2	6.7	6.5
Size of family								
1 and 2 members	40.2	33.1	14.2	8.9	5.6	3.3	7.1	4.1
3 members	40.9	32.3	15.8	10.3	5.2	2.9	7.8	7.4
4 and 5 members	43.0	36.8	15.5	11.4	6.1	3.9	7.7	4.7
6 and over	35.9	30.0	12.9	8.7	3.2	1.7	8.3	8.7

Continued



Table 16.- Dried fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Prunes		Apricots		Mixed fruits		Peaches	
	Oct.-	April.-	Oct.-	April.-	Oct.-	April.-	Oct.-	April.-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.
----- Percent -----								
United States	40.9	33.9	14.9	10.1	5.4	3.2	7.6	5.6
Presence of children								
No children	42.4	33.9	16.9	11.2	6.6	3.3	8.2	5.8
Under 6 years	41.0	33.0	10.4	8.7	5.0	3.2	7.1	5.4
6-12 years	39.7	34.3	12.8	10.0	3.3	3.2	7.8	6.7
13-20 years	38.0	32.0	15.8	9.7	5.3	3.5	7.2	6.0
Occupation of family head								
Executive, professional	47.6	37.7	21.3	14.3	5.6	3.0	7.2	4.2
Clerical, sales, service	44.4	37.6	15.5	11.5	6.3	3.8	8.4	6.1
Craftsman, laborer	39.0	31.7	14.0	9.5	5.9	3.3	7.7	5.3
Farmer	31.1	26.9	10.1	6.2	3.1	2.1	7.3	7.6
Unclassified	44.7	39.9	13.8	8.7	4.7	4.2	6.6	4.2
Education of family head								
Grammar school	39.0	31.7	13.6	8.8	5.1	3.4	7.6	6.1
Some high school	40.3	33.6	15.1	10.9	5.4	3.5	7.4	5.2
Some college	46.7	40.1	17.8	12.1	6.0	2.2	8.0	5.2
Age of housewife								
Under 35 years	35.2	29.0	10.3	7.2	5.1	3.4	7.0	5.0
35-44 years	41.3	34.3	13.5	10.1	4.7	3.8	7.5	6.5
45 years and over	42.8	35.4	17.5	11.2	6.0	2.9	7.9	5.3

Continued

Table 16.- Dried fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Dates				Apples				Figs				All dried fruit 1/			
	Oct.-		April-		Oct.-		April-		Oct.-		April-		Oct.-		April-	
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Percent															
United States	25.9	10.1	4.1	3.6	10.2	2.9	71.9	61.0								
Geographic region																
Northeast	27.1	9.9	2/	2/	14.7	2.6	72.8	61.4								
North Central	29.8	12.1	1.1	2/	9.2	2.9	65.0	63.2								
South	14.6	2.4	12.2	10.4	5.9	1.4	74.2	52.8								
Mountain and Southwest	25.6	9.7	9.4	10.6	6.9	3.4	73.3	65.9								
Pacific	34.6	21.5	2.0	1.8	12.4	6.4	74.9	65.2								
Size of community																
Farm	20.2	6.1	5.4	4.5	5.3	2.0	66.2	58.3								
City (Population)																
Under 10,000	22.4	9.3	6.4	5.3	7.1	1.2	71.0	59.5								
10,000-99,999	34.3	13.9	2.8	3.0	10.9	3.4	79.0	64.3								
100,000-499,999	28.8	10.4	5.8	5.6	12.9	4.7	70.1	65.1								
500,000 and over	28.4	12.0	2/	2/	15.5	4.3	74.0	61.4								
Family income																
Upper	29.3	11.5	3.3	3.1	13.6	3.1	77.7	62.6								
Upper middle	25.9	10.3	4.2	2.9	10.1	3.7	72.9	61.0								
Lower middle	27.1	10.0	5.2	4.3	9.7	2.2	72.1	61.4								
Lower	21.3	8.6	3.9	4.2	7.5	2.5	64.9	59.0								
Size of family																
1 and 2 members	30.4	10.8	3.8	3.6	11.8	3.9	72.9	58.6								
3 members	23.4	12.0	4.2	5.0	9.4	2.8	71.5	61.4								
4 and 5 members	26.9	9.9	3.8	2.9	10.2	2.4	73.4	63.8								
6 and over	16.4	5.1	5.8	3.1	7.8	2.2	65.4	57.9								

Continued

Table 16.- Dried fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Dates		Apples		Figs		All dried fruit <sup>1/</sup>	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
United States	25.9	10.1	4.1	3.6	10.2	2.9	71.9	61.0
Presence of children								
No children	30.4	11.8	3.9	4.1	12.1	3.5	74.8	60.8
Under 6 years	20.4	8.0	4.4	3.3	8.0	2.1	68.3	61.8
6-12 years	22.6	8.9	4.0	2.9	7.8	2.7	70.1	62.7
13-20 years	24.3	8.9	4.9	3.3	9.9	2.1	69.3	60.8
Occupation of family head								
Executive, professional	33.6	15.2	2.8	3.2	14.0	4.4	80.1	64.7
Clerical, sales, service	27.5	10.2	3.7	3.2	12.5	3.6	73.4	62.1
Craftsman, laborer	23.1	9.0	4.7	3.6	9.1	2.0	69.2	58.4
Farmer	19.1	6.2	5.4	4.0	5.2	2.4	66.7	59.9
Unclassified	31.3	12.5	2.8	5.2	10.6	3.1	73.4	64.6
Education of family head								
Grammar school	22.9	8.0	4.9	3.6	8.6	1.9	69.5	58.6
Some high school	26.5	10.7	3.8	3.4	10.4	3.4	71.6	62.9
Some college	32.4	14.4	2.6	4.1	13.8	4.6	78.4	63.6
Age of housewife								
Under 35 years	17.3	8.1	3.0	3.5	6.4	2.6	65.8	56.3
35-44 years	24.4	9.0	4.4	2.7	9.2	2.5	71.8	61.1
45 years and over	30.1	11.5	4.4	4.2	12.2	3.2	74.2	62.7

<sup>1/</sup> Includes purchases of other dried fruit.

<sup>2/</sup> Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company



Table 17.-- Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Prunes		Apricots		Mixed fruits		Peaches	
	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Number							
United States	2.7	2.8	2.0	1.9	1.7	1.4	2.0	2.0
Geographic region								
Northeast	3.0	3.3	2.1	2.1	1.9	1.4	2.0	2.0
North Central	2.5	2.3	1.9	1.7	1.6	1.4	1.4	2.0
South	2.7	3.0	2.0	2.1	1.9	1.6	1.9	1.9
Mountain and Southwest	2.8	2.7	2.0	1.7	1.6	1.4	2.6	2.2
Pacific	2.4	2.2	1.2	1.3	1.2	1.5	2.2	1.4
Size of community								
Farm	2.3	2.4	1.5	1.3	1.6	1.6	2.2	1.8
City (Population)								
Under 10,000	2.6	2.8	1.8	1.7	1.5	1.1	1.7	1.9
10,000-99,999	3.0	2.8	2.0	2.2	2.3	1.8	1.8	2.1
100,000-499,999	2.6	2.7	2.3	2.4	2.0	1.6	2.4	2.4
500,000 and over	2.9	3.0	2.1	1.9	1.6	1.4	1.9	1.8
Family income								
Upper	2.6	2.5	2.1	2.0	1.7	1.2	1.6	2.1
Upper middle	2.6	2.8	1.8	1.7	1.3	1.4	1.8	1.6
Lower middle	2.8	2.9	2.0	1.8	2.2	1.5	2.2	2.0
Lower	2.9	2.8	1.8	1.9	1.8	1.6	2.4	2.1
Size of family								
1 and 2 members	2.9	2.8	1.8	2.0	1.4	1.3	2.0	2.2
3 members	2.6	2.6	2.0	1.8	1.5	1.4	2.1	2.2
4 and 5 members	2.7	2.8	1.9	1.8	2.0	1.5	1.9	1.6
6 and over	2.5	2.9	2.3	1.7	1.7	1.4	2.0	1.9

Continued

Table 17.- Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Prunes		Apricots		Mixed fruits		Peaches	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
United States	2.7	2.8	2.0	1.9	1.7	1.4	2.0	2.0
Presence of children								
No children	3.0	2.9	1.9	1.8	1.5	1.4	2.1	2.1
Under 6 years	2.4	2.7	2.1	1.9	2.2	1.5	1.7	1.5
6-12 years	2.4	2.5	1.9	1.8	2.0	1.4	2.0	1.7
13-20 years	2.6	2.8	2.1	1.9	2.1	1.4	2.0	2.0
Occupation of family head								
Executive, professional	2.7	2.9	2.1	2.0	1.7	1.4	1.8	1.7
Clerical, sales, service	2.9	3.0	2.0	1.9	1.5	1.3	2.1	2.1
Craftsman, laborer	2.8	2.8	2.1	2.0	1.7	1.2	1.9	1.9
Farmer	2.1	2.2	1.5	1.3	1.7	1.3	2.3	1.9
Unclassified	3.0	2.8	1.5	1.6	2.3	2.1	1.8	2.3
Education of family head								
Grammar school	2.6	2.8	1.9	1.8	1.8	1.4	1.8	1.8
Some high school	2.6	2.6	2.0	2.0	1.6	1.3	2.2	2.0
Some college	2.8	3.0	2.0	1.8	1.8	1.6	2.2	2.3
Age of housewife								
Under 35 years	2.2	2.3	1.6	1.6	1.5	1.5	1.8	1.7
35-44 years	2.5	2.6	1.9	1.8	2.2	1.4	1.9	1.8
45 years and over	3.0	3.0	2.1	1.9	1.6	1.4	2.1	2.2

National Consumer Panel of Industrial Surveys Company

Continued

Table 17.- Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Dates		Apples		Figs		All dried fruit 1/	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
United States	2.2	1.9	2.0	1.8	2.0	1.7	5.3	4.1
Geographic region								
Northeast	2.3	2.1	2/	2/	2.5	1.7	6.0	4.6
North Central	2.2	1.8	1.6	2/	1.6	1.3	4.9	3.6
South	1.7	2.1	1.9	1.7	1.5	1.9	5.0	4.2
Mountain and Southwest	2.0	1.9	2.4	2.1	2.3	2.3	5.6	4.5
Pacific	2.5	1.9	1.3	1.3	1.6	1.9	4.9	3.7
Size of community								
Farm	1.9	1.8	2.1	2.1	1.6	1.5	4.7	3.8
City (Population)								
Under 10,000	2.0	1.5	2.0	1.5	1.9	1.2	4.8	3.7
10,000-99,999	2.2	2.0	1.9	1.6	1.9	1.4	5.6	4.4
100,000-499,999	2.1	3.2	1.9	1.7	1.9	3.1	6.1	4.7
500,000 and over	2.5	1.9	2/	2/	2.3	1.6	5.8	4.3
Family income								
Upper	2.4	2.2	2.1	2.2	2.0	1.7	5.5	4.2
Upper middle	2.3	2.0	1.9	1.8	2.3	2.0	5.3	4.1
Lower middle	2.1	1.8	1.9	1.4	1.9	1.4	5.3	4.1
Lower	1.9	1.7	2.2	1.7	1.9	1.7	5.2	4.1
Size of family								
1 and 2 members	2.3	2.0	2.0	1.8	2.1	1.5	5.3	3.9
3 members	2.1	1.8	2.1	2.2	2.1	1.8	5.2	4.0
4 and 5 members	2.2	2.0	1.9	1.3	1.9	2.1	5.5	4.3
6 and over	2.1	1.9	2.0	1.7	2.0	1.3	5.3	4.4

Continued



Table 17.- Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Dates			Apples			Figs			All dried fruit 1/		
	Oct.- March	April- Sept.	Number	Oct.- March	April- Sept.	Number	Oct.- March	April- Sept.	Number	Oct.- March	April- Sept.	Number
United States	2.2	1.9	2.0	2.0	1.8	2.0	2.0	1.7	5.3	4.1		
Presence of children												
No children	2.3	2.0	2.3	2.3	2.0	2.0	2.2	1.6	5.6	4.1		
Under 6 years	2.1	2.2	1.6	1.6	1.1	1.8	1.8	2.1	5.0	4.0		
6-12 years	2.0	2.0	1.9	1.9	1.4	1.8	1.8	1.7	5.0	4.2		
13-20 years	2.1	1.7	2.0	2.0	1.8	1.9	1.9	1.7	5.4	4.2		
Occupation of family head												
Executive, professional	2.4	2.0	2.2	2.2	1.8	2.0	2.0	1.6	5.7	4.4		
Clerical, sales, service	2.3	2.2	2.1	2.1	1.6	2.1	2.1	1.5	5.6	4.2		
Craftsman, laborer	2.1	1.8	1.8	1.8	1.6	2.1	2.1	2.4	5.3	4.0		
Farmer	2.0	1.9	2.0	2.0	2.2	1.4	1.4	1.5	4.5	3.7		
Unclassified	2.0	1.7	2.4	2.4	1.8	2.1	2.1	1.2	5.5	4.3		
Education of family head												
Grammar school	2.1	2.1	2.1	2.1	2.1	2.0	2.0	2.0	5.2	4.1		
Some high school	2.3	1.8	1.5	1.5	1.4	2.0	2.0	1.8	5.2	3.8		
Some college	2.3	1.8	2.7	2.7	1.5	2.1	2.1	1.3	5.8	4.5		
Age of housewife												
Under 35 years	2.3	2.5	1.2	1.2	1.1	1.7	1.7	2.3	4.3	3.5		
35-44 years	2.0	1.8	1.8	1.8	1.5	1.8	1.8	1.6	5.0	4.1		
45 years and over	2.2	1.9	2.3	2.3	2.1	2.2	2.2	1.6	5.8	4.3		

1/ Includes purchases of other dried fruit.  
2/ Too few purchases reported for analysis.

National Consumer Panel of Industrial Surveys Company

Table 18.- Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Prunes			Apricots			Mixed fruits			Peaches		
	Oct.-	April-	Sept.-	Oct.-	April-	Sept.-	Oct.-	April-	Sept.-	Oct.-	April-	Sept.-
	March	March	March	March	March	March	March	March	March	March	March	March
	Pounds											
United States	4.0	4.0	4.0	1.8	1.6	1.9	1.9	1.5	1.9	1.8		
Geographic region												
Northeast	4.3	4.9		1.8	1.7	2.2	2.0	1.5	2.0	1.8		
North Central	3.7	3.3		1.7	1.4	1.6	1.3	1.4	1.3	1.8		
South	3.8	4.3		1.9	1.8	2.5	1.9	1.7	1.9	1.9		
Mountain and Southwest	3.9	3.6		2.0	1.5	1.6	2.4	1.4	2.4	2.1		
Pacific	4.3	3.9		1.2	1.2	1.4	2.2	1.4	2.2	1.2		
Size of community												
Farm	3.6	3.9		1.6	1.2	1.7	2.4	1.7	2.4	1.8		
City (Population)												
Under 10,000	4.0	4.2		1.6	1.5	1.6	1.7	1.2	1.7	1.9		
10,000-99,999	4.4	3.9		1.8	1.8	2.4	1.8	1.9	1.8	2.0		
100,000-499,999	3.6	3.7		2.3	1.2	1.2	2.2	1.6	2.2	2.1		
500,000 and over	4.1	4.2		1.7	1.6	2.0	1.7	1.4	1.7	1.5		
Family income												
Upper	3.9	3.8		1.9	1.7	2.0	1.6	1.2	1.6	2.0		
Upper middle	3.8	4.0		1.6	1.4	1.3	1.8	1.5	1.8	1.4		
Lower middle	4.1	4.3		1.9	1.5	2.2	2.1	1.6	2.1	1.8		
Lower	4.2	4.0		1.6	1.6	2.3	2.4	1.7	2.4	2.1		
Size of family												
1 and 2 members	4.3	4.0		1.7	1.7	1.4	1.8	1.4	1.8	2.0		
3 members	3.6	3.6		1.9	1.5	1.6	2.1	1.5	2.1	2.0		
4 and 5 members	4.0	4.2		1.6	1.5	2.4	1.9	1.5	1.9	1.5		
6 and over	3.8	4.6		2.1	1.8	2.9	2.0	1.9	2.0	2.0		

Continued

Table 18.-- Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Prunes		Apricots		Mixed fruits		Peaches	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
	Pounds							
United States	4.0	4.0	1.8	1.6	1.9	1.5	1.9	1.8
Presence of children								
No children	4.4	4.1	1.7	1.6	1.5	1.5	1.9	2.0
Under 6 years	3.4	3.8	1.7	1.5	2.3	1.6	1/ 1.6	1.4
6-12 years	3.6	3.8	1.7	1.5	2.8	1.4	2.1	1.7
13-20 years	1/ 3.9	4.4	1.9	1.7	2.8	1.5	1.9	1.9
Occupation of family head								
Executive, professional	3.9	4.0	1.7	1.6	2.0	1.4	1.7	1.5
Clerical, sales, service	4.1	4.1	1.6	1.6	1.6	1.4	2.0	1.9
Craftsman, laborer	4.0	4.0	2.0	1.7	2.0	1.2	1.8	1.8
Farmer	3.4	3.7	1.5	1.1	1.9	1.9	2.5	1.9
Unclassified	4.7	4.3	1.5	1.6	2.7	2.2	1.7	2.2
Education of family head								
Grammar school	4.1	4.2	1.8	1.6	2.0	1.6	1.7	1.8
Some high school	3.7	3.6	1.8	1.7	1.9	1.3	2.2	1.8
Some college	4.2	4.4	1.7	1.5	1.8	1.6	2.1	2.0
Age of housewife								
Under 35 years	3.2	3.4	1.5	1.3	1.5	1.5	1.8	1.6
35-44 years	3.6	3.8	1.6	1.5	2.9	1.4	1.9	1.6
45 years and over	4.4	4.4	1/ 1.8	1.7	1.6	1.5	2.0	2.1

1/ Revised.

Continued



Table 18.-- Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Dates			Apples			Figs			All dried fruit 17		
	Oct.- March	April- Sept.	Oct.- March	Oct.- March	April- Sept.	Oct.- March	Oct.- March	April- Sept.	Oct.- March	Oct.- March	April- Sept.	April- Sept.
	Pounds											
United States	2.1	1.6	1.6	1.3	1.8	2.1	6.5	5.1				
Geographic region												
Northeast	1.9	1.4	2/	2/	2.0	1.3	6.9	5.5				
North Central	1.9	1.3	1.4	2/	1.3	1.2	5.9	4.4				
South	1.1	1.1	1.4	1.2	1.3	2.0	5.9	5.1				
Mountain and Southwest	1.9	1.6	2.2	1.8	2.6	3.1	6.9	5.7				
Pacific	4.3	2.5	.6	.7	2.1	4.1	8.2	5.8				
Size of community												
Farm	1.9	1.4	1.8	1.7	1.5	1.8	6.6	5.5				
City (Population)												
Under 10,000	1.8	1.1	1.6	1.2	1.8	1.0	6.1	4.8				
10,000-99,999	2.1	1.6	1.3	1.3	1.4	1.5	6.7	5.1				
100,000-499,999	2.2	3.3	1.3	1.2	2.1	5.9	7.2	5.6				
500,000 and over	2.5	1.6	2/	2/	3/ 1.8	1.4	6.6	5.0				
Family income												
Upper	3/ 2.2	1.6	1.7	1.9	2.0	1.6	6.7	5.0				
Upper middle	2.2	1.5	1.4	1.2	1.9	2.0	6.6	5.2				
Lower middle	2.1	1.6	1.5	1.0	1.5	3.0	6.4	5.1				
Lower	1.9	1.7	1.8	1.3	1.7	2.1	6.4	5.1				
Size of family												
1 and 2 members	2.3	1.6	1.5	1.3	1.8	2.4	6.4	4.6				
3 members	2.0	1.6	1.6	1.7	1.9	2.0	6.0	4.6				
4 and 5 members	2.0	1.5	1.6	.9	1.3	2.2	6.6	5.3				
6 and over	2.5	1.8	1.5	1.5	2.6	1.2	7.7	6.7				

Continued

Table 18.- Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Dates			Apples			Figs			All dried fruit <sup>1/</sup>		
	Oct.-	April-	Oct.-	Oct.-	April-	Oct.-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	March	Sept.	March	March	Sept.	March	Sept.	March	Sept.
	Pounds											
United States	2.1	1.6	1.6	1.6	1.3	1.8	2.1	6.5	5.1			
Presence of children												
No children	2.2	1.5	1.8	1.9	1.6	1.9	2.3	6.6	5.0			
Under 6 years	2.3	2.2	1.4	1.4	.7	1.4	2.6	6.2	5.0			
6-12 years	2.1	1.7	1.6	1.6	1.1	1.8	1.8	6.6	5.4			
13-20 years	1.9	1.3	1.6	1.6	1.4	1.8	1.7	6.9	5.5			
Occupation of family head												
Executive, professional	2.3	1.4	1.8	1.8	1.5	1.9	1.3	6.7	5.1			
Clerical, sales, service	1.9	1.5	1.9	1.9	1.1	1.7	1.4	6.3	4.8			
Craftsman, laborer	2.2	1.8	1.3	1.3	1.1	1.8	4.0	6.6	5.1			
Farmer	2.0	1.4	1.8	1.8	1.8	1.2	1.8	6.2	5.4			
Unclassified	2.0	1.7	1.4	1.4	1.6	2.0	1.9	7.0	5.8			
Education of family head												
Grammar school	2.1	1.9	1.6	1.6	1.7	1.7	3.3	6.7	5.4			
Some high school	2.0	1.3	1.3	1.3	1.0	1.8	1.7	6.1	4.5			
Some college	2.2	1.5	2.1	2.1	1.1	2.0	1.4	6.8	5.5			
Age of housewife												
Under 35 years	2.4	2.5	.9	.9	.8	1.6	4.9	5.4	4.6			
35-44 years	1.9	1.3	1.6	1.6	1.1	1.6	1.4	6.2	4.9			
45 years and over	2.2	1.5	1.7	1.7	1.6	1.9	1.6	7.1	5.4			

<sup>1/</sup> Includes purchases of other dried fruit.  
<sup>2/</sup> Too few purchases reported for analysis.  
<sup>3/</sup> Revised.

Table 19.- Dried fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950

Item	Prunes		Apricots		Mixed fruits		Peaches	
	Oct.-	April-	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Cents per pound							
United States	22.9	23.3	48.9	50.0	32.3	33.8	32.6	32.6
Geographic region								
Northeast	22.1	22.5	50.7	50.3	30.9	31.5	33.7	32.9
North Central	24.1	24.2	49.8	50.5	34.7	36.2	35.4	34.0
South	23.3	23.7	47.7	50.9	33.8	34.5	31.7	32.5
Mountain and Southwest	24.0	24.9	43.6	48.7	31.9	34.2	34.0	31.9
Pacific	20.2	21.1	52.1	45.0	35.0	38.5	27.8	31.8
Size of community								
Farm	23.1	23.3	44.9	49.6	35.3	37.1	31.5	32.2
City (Population)								
Under 10,000	23.3	23.8	49.7	49.1	35.3	36.7	33.8	33.2
10,000-99,999	23.4	23.8	49.6	52.5	36.0	35.4	33.9	33.2
100,000-499,999	23.8	22.9	46.6	49.7	32.8	35.1	32.3	31.8
500,000 and over	22.0	22.7	50.7	49.4	29.7	31.4	31.9	32.4
Family income								
Upper	23.0	23.2	50.0	50.0	31.6	33.4	32.5	32.3
Upper middle	23.2	23.7	47.8	49.5	35.1	36.8	32.2	32.3
Lower middle	22.6	23.2	49.4	50.6	32.8	31.2	32.7	32.8
Lower	22.7	23.0	47.1	49.8	30.5	34.5	33.2	32.7
Size of family								
1 and 2 members	23.0	23.6	48.5	48.5	36.6	33.5	32.9	31.8
3 members	23.4	23.6	48.2	51.5	35.3	33.9	33.3	33.2
4 and 5 members	22.5	23.0	49.3	51.0	30.4	33.5	31.6	31.4
6 and over	22.8	22.9	49.9	47.0	28.0	36.9	33.8	33.8

Continued



Table 19.- Dried fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Prunes			Apricots			Mixed fruits			Peaches		
	Oct.-	April-	Sept.-	Oct.-	April-	Sept.-	Oct.-	April-	Sept.-	Oct.-	April-	Sept.-
	March	March	March	March	March	March	March	March	March	March	March	March
	Cents per pound											
United States	22.9	23.3		48.9	50.0		32.3	33.8		32.6	32.6	
Presence of children												
No children	23.0	23.4		48.3	49.6		36.1	33.9		32.6	31.9	
Under 6 years	22.5	23.1		50.9	52.1		31.0	33.0		33.3	33.1	
6-12 years	22.7	23.2		49.1	50.7		28.4	36.5		32.1	32.4	
13-20 years	23.0	23.4		49.0	49.4		27.9	32.9		32.7	33.4	
Occupation of family head												
Executive, professional	23.7	23.5		49.7	51.0		32.4	35.4		31.9	31.5	
Clerical, sales, service	22.7	23.2		50.0	47.9		34.6	32.9		32.4	32.5	
Craftsman, laborer	22.7	23.4		49.0	50.8		30.0	32.3		33.3	33.2	
Farmer	22.9	23.4		46.0	50.9		35.6	37.4		32.1	32.1	
Unclassified	22.2	22.8		46.1	49.2		34.1	34.0		33.3	32.9	
Education of family head												
Grammar school	22.8	23.4		48.9	50.4		31.5	33.4		33.3	33.0	
Some high school	22.8	23.4		48.9	49.5		32.0	34.3		32.2	32.1	
Some college	23.2	23.0		48.9	50.0		34.7	34.4		32.2	32.2	
Age of housewife												
Under 35 years	22.6	23.4		48.8	51.1		33.7	36.5		32.4	31.0	
35-44 years	22.7	23.2		50.3	50.3		29.1	33.7		33.7	34.5	
45 years and over	23.0	23.3		48.4	49.6		34.4	32.8		32.2	32.0	

National Consumer Panel of Industrial Surveys Company

Continued

Table 19.- Dried fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Dates				Apples				Figs			
	Oct.-		April-		Oct.-		April-		Oct.-		April-	
	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Cents per pound											
United States	34.2		37.6		35.5		35.8		37.9		35.5	
Geographic region												
Northeast	33.6		39.9		1/		1/		38.0		36.2	
North Central	36.4		40.8		30.6		35.0		39.6		36.8	
South	47.4		48.0		36.7		36.1		38.2		37.3	
Mountain and Southwest	40.0		35.3		33.7		48.4		38.2		25.1	
Pacific	27.0		32.3		48.1				34.5		38.5	
Size of community												
Farm												
City (Population)												
Under 10,000	35.8		39.4		35.4		36.9		32.1		31.0	
10,000-99,999	37.8		39.6		35.1		35.6		39.2		36.1	
100,000-499,999	35.0		38.2		38.0		33.0		41.4		35.8	
500,000 and over	36.5		39.3		34.4		1/		39.6		37.9	
500,000 and over	30.4		34.4		1/				37.0		33.4	
Family income												
Upper	33.9		38.9		34.7		35.9		36.5		35.8	
Upper middle	35.2		37.0		35.4		37.0		38.5		31.5	
Lower middle	33.7		39.9		36.4		36.8		40.1		41.8	
Lower	34.0		34.2		35.3		34.1		37.3		32.4	
Size of family												
1 and 2 members	33.2		38.8		36.2		36.2		41.5		39.8	
3 members	34.7		35.3		34.8		35.0		35.2		31.9	
4 and 5 members	35.5		39.0		34.3		36.0		37.1		32.6	
6 and over	51.8		33.5		38.3		37.2		35.4		30.6	

Continued

Table 19... Dried fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 - Continued

Item	Dates		Apples		Figs	
	Oct.-	April-	Oct.-	April-	Oct.-	April-
	March	Sept.	March	Sept.	March	Sept.
	Cents per pound					
United States	34.2	37.6	35.5	35.8	37.9	35.5
Presence of children						
No children	33.9	39.2	34.9	36.1	38.7	38.0
Under 6 years	33.6	34.1	36.8	36.5	38.4	32.1
6-12 years	34.2	38.0	35.3	35.7	36.2	32.5
13-20 years	35.6	37.9	35.8	35.0	36.2	31.8
Occupation of family head						
Executive, professional	24.3	40.5	33.7	34.5	37.9	37.6
Clerical, sales, service	35.6	39.3	31.2	35.6	39.4	33.5
Craftsman, laborer	33.0	35.8	39.6	35.7	38.1	37.1
Farmer	35.5	40.3	34.5	36.9	32.9	30.7
Unclassified	33.9	32.6	36.9	36.2	35.9	32.6
Education of family head						
Grammar school	34.4	37.2	36.9	35.9	38.4	36.0
Some high school	34.1	38.2	33.9	36.4	35.8	33.8
Some college	34.1	37.4	32.9	34.5	39.7	36.8
Age of housewife						
Under 35 years	34.5	37.4	38.5	33.9	38.9	38.6
35-44 years	35.4	39.3	35.4	39.1	36.4	35.9
45 years and over	33.6	37.0	35.1	35.3	38.2	32.3
Too few purchases reported for analysis.						

National Consumer Panel of Industrial Surveys Company



Table 20.- Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/

Item	Prunes		Apricots		Mixed fruits		Peaches	
	Oct.-	April.-	Oct.-	April.-	Oct.-	April.-	Oct.-	April.-
	March	Sept.	March	Sept.	March	Sept.	March	Sept.
	Pounds							
United States	1,629	1,367	260	160	105	48	147	104
Geographic region								
Northeast	1,970	1,726	297	226	208	77	80	43
North Central	1,584	1,203	274	149	89	50	44	41
South	1,208	1,183	170	94	35	21	352	245
Mountain and Southwest	1,545	1,253	441	212	54	31	304	246
Pacific	1,718	1,327	114	84	43	25	84	39
Size of community								
Farm	1,083	1,039	150	73	52	35	188	147
City (Population)								
Under 10,000	1,517	1,335	235	135	49	23	150	115
10,000-99,999	2,114	1,585	292	218	125	49	115	89
100,000-499,999	1,491	1,415	440	236	101	44	277	164
500,000 and over	1,948	1,526	287	197	191	82	86	46
Family income								
Upper	1,823	1,347	401	227	126	51	132	91
Upper middle	1,591	1,290	228	155	80	39	148	71
Lower middle	1,604	1,493	238	131	108	47	150	116
Lower	1,501	1,338	177	130	105	54	159	136
Size of family								
1 and 2 members	1,735	1,306	236	156	77	45	128	82
3 members	1,454	1,166	296	154	82	44	160	147
4 and 5 members	1,740	1,542	253	169	146	57	149	71
6 and over	1,370	1,390	269	155	94	32	166	172

Continued

Table 20.-- Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/ - Continued

Item	Prunes			Apricots			Mixed fruits			Peaches		
	Oct.- March	April- Sept.	Oct.- March	Oct.- March	April- Sept.	Oct.- March	Oct.- March	April- Sept.	Oct.- March	Oct.- March	April- Sept.	Oct.- March
	Pounds											
United States	1,629	1,367	260	160	105	48	147	104				
Presence of children												
No children	1,856	1,396	291	175	99	50	157	116				
Under 6 years	1,415	1,242	178	131	116	51	117	75				
6-12 years	1,444	1,289	214	153	94	44	163	112				
13-20 years	1,468	1,401	294	165	147	51	134	112				
Occupation of family head												
Executive, professional	1,865	1,529	369	231	110	41	123	63				
Clerical, sales, service	1,816	1,552	255	187	99	53	172	115				
Craftsman, laborer	1,555	1,276	274	158	121	41	137	99				
Farmer	1,040	985	149	70	60	40	181	145				
Unclassified	2,081	1,732	207	137	125	92	114	93				
Education of family head												
Grammar school	1,596	1,334	239	136	104	53	130	110				
Some high school	1,492	1,208	266	182	104	47	160	96				
Some college	1,956	1,745	304	182	110	34	169	103				
Age of housewife												
Under 35 years	1,145	1,002	154	90	77	52	124	80				
35-44 years	2/ 1,502	1,286	222	154	136	51	140	107				
45 years and over	1,889	1,548	323	189	98	44	161	111				

1/ Those figures represent the average volume of purchases per 1,000 families, based upon all families, including those that did not make any purchases during the 6-month period.

2/ Revised.

National Consumer Panel of Industrial Surveys Company

Continued

Table 20.-- Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/ - Continued

Item	Dates		Apples		Figs		All dried fruit 2/	
	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.	Oct.- March	April- Sept.
	Pounds							
United States	549	160	65	49	180	62	4,694	3,127
Geographic region								
Northeast	521	137	3/	3/	291	34	5,051	3,391
North Central	566	153	16	3/	122	35	4,389	2,776
South	165	25	176	126	74	28	3,807	2,674
Mountain and Southwest	487	160	211	188	183	106	5,071	3,770
Pacific	1,498	546	13	14	261	260	6,154	3,790
Size of community								
Farm	385	83	100	77	82	36	4,366	3,205
City (Population)								
Under 10,000	402	101	102	61	128	12	4,318	2,888
10,000-99,999	734	218	36	45	155	52	5,260	3,299
100,000-499,999	623	336	75	67	267	278	5,044	3,631
500,000 and over	699	187	3/	3/	287	60	4,912	3,048
Family income								
Upper	659	178	55	59	266	52	5,191	3,149
Upper middle	562	157	57	35	190	72	4,836	3,191
Lower middle	531	157	76	45	144	68	4,587	3,144
Lower	400	147	70	56	124	54	4,181	3,027
Size of family								
1 and 2 members	691	173	55	48	206	92	4,625	2,723
3 members	463	186	67	86	180	57	4,328	2,846
4 and 5 members	539	153	63	26	154	51	4,879	3,400
6 and over	406	91	88	46	202	26	5,021	3,859

Continued



Table 20.- Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and April-September 1950 1/ - Continued

Item	Dates			Apples			Figs			All dried fruit 2/		
	Oct.-	April-	Sept.-	Oct.-	March	Sept.-	Oct.-	March	Sept.-	Oct.-	March	Sept.-
	March											
	Pounds											
United States	549	160		65	49	180	62			4,694		3,127
Presence of children												
No children	659	177		69	66	231	81			4,955		3,043
Under 6 years	475	179		59	24	115	55			4,218		3,071
6-12 years	469	148		64	32	143	50			4,593		3,395
13-20 years	465	114		77	45	182	35			4,801		3,340
Occupation of family head												
Executive, professional	776	212		51	48	269	59			5,341		3,312
Clerical, sales, service	529	152		70	36	208	48			4,624		2,977
Craftsman, laborer	512	162		60	39	168	79			4,561		2,964
Farmer	387	86		97	72	63	44			4,169		3,220
Unclassified	626	217		41	82	209	59			5,175		3,720
Education of family head												
Grammar school	484	154		60	60	145	63			4,664		3,196
Some high school	544	139		49	36	183	57			4,365		2,841
Some college	725	213		53	44	268	66			5,361		3,471
Age of housewife												
Under 35 years	412	205		28	28	100	129			3,541		2,570
35-44 years	458	115		69	28	4/ 144	36			4,424		3,000
45 years and over	655	167		76	68	232	51			5,297		3,404

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families including those that did not make any purchases during the 6-month period.

2/ Includes purchases of other dried fruit.

3/ Too few purchases reported for analysis.

4/ Revised.



and  
1950  
1.941 M8C76  
1950  
1951